

Communication innovation of short videos of high-quality traditional Chinese culture from the perspective of slow communication —— Taking the short videos of “Yi gong zi” for example

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Abstract

Building up China's Cultural Strength is a crucial strategic deployment for realizing the great rejuvenation of the Chinese nation. Vigorously promoting fine traditional Chinese culture has become the cultural background and spiritual motivation for strengthening the construction of building up China's cultural strength. In the past two years, short videos featuring fine traditional Chinese culture have been increasing popular, enriching and enhancing the content ecosystem of short videos while also fostering the inheritance and innovative development of Chinese culture. The article analyzes the communication characteristics of the short videos produced by “Yi Gong Zi” from the perspective of slow communication, and provides thoughts and suggestions for the innovative communication of short videos showcasing fine traditional Chinese culture.

Keywords: slow communication, fine Chinese culture, short video

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1. The development background of the short videos of fine traditional Chinese culture

In November 2023, General Secretary Xi Jinping issued important instructions on publicity, ideology, and cultural work, emphasizing the need to “Focus on the new cultural mission of continuing to promote cultural prosperity, building a culturally powerful nation, and constructing modern Chinese civilization at this new historical juncture, while firmly upholding cultural confidence, embracing openness and inclusiveness, and adhering to the principles of maintaining tradition while pursuing innovation.”

Advancements in mobile internet technology have continuously revolutionized the media for disseminating fine traditional Chinese culture. The rise of short video platforms represented by “TikTok”, “Kwai” has facilitated the spread of fine traditional culture. From the early “Cultural Relic Drama Festival” which used humorous language to create short videos of cultural relics and museums, to the wonderful presentation of intangible cultural heritage during “Village BA” and “Village Super League” events in 2023.[1] Short video platforms have become significant channels for disseminating fine traditional Chinese culture. Cultural classics, traditional customs, customary delicacies, folk crafts, and other elements have entered the everyday lives of the masses in a more interesting and vivid way through the help of short video platforms. Major platforms help the dissemination of cultural short videos from four aspects: content operation, creation supports, rights protection, and increase traffic supports.

The development of short videos provides new opportunities and platforms for the inheritance and development of fine traditional culture. Short videos, with their short, concise, intuitive and vivid characteristics, diversify the forms of communication of fine traditional culture. The instant and highly interactive communication method of them makes the communication of fine traditional culture closer to the public and more down-to-earth, enhancing the influence, dissemination, appeal and guiding power. The fine Chinese cultural content on the short video platform has built a diverse cultural landscape, making the content increasingly rich, and has led to the formation of eight vertical categories, including traditional performing arts (such as opera, shadow puppets), traditional skills (such as dance, martial arts), traditional handicrafts (such as bamboo weaving, oil paper umbrellas), traditional cuisines (such as folk cuisines), traditional clothing (such as Tang suit, cheongsam), intangible cultural heritage (such as hemp paper, New Year pictures), popularization of traditional cultural knowledge (such as traditional Chinese culture), promotion of traditional culture inheritors (such as “THE GREAT SHOKUNIN”, “In Search of Ancient China”).[2] As the variety of short videos showcasing fine traditional Chinese culture across different categories continues to expand, the forms of expression have also

become increasingly rich, presenting a thriving and multifaceted landscape that demonstrates the vibrant vitality and artistic charm of fine traditional Chinese culture.

In the digital age, the rapid rise of short video platforms has profoundly changed the pattern of cultural communication. In this new digital age, traditional culture is not only facing unprecedented impact, but also having the opportunity of innovation and integration. At present, cultural short videos have entered a new stage of high-quality development, with diverse types and rich contents. The small and beautiful, small and fine cultural contents contained in them further meet the diverse needs of users for information acquisition, knowledge sharing, entertainment and leisure, and also enrich the forms of cultural communication.

2. The slow communication performance of the short videos of “Yi Gongzi”

As a communication concept corresponding to “fast news” and “fast communication”, slow communication emphasizes the careful selection of content, the optimization and innovation of communication methods, as well as the in-depth understanding and satisfaction of audience needs. The concept of slow communication advocates focusing on the depth and quality of content, audience participation and experience in a fast-paced and fragmented information communication environment, enables audience to gain deep cognitive and emotional resonance. The short videos of “Yi Gongzi”, featuring “slowness” as its characteristic, have carved out a unique path in the fast-paced life and “short-direct-quick” short videos’ expression, forming a counterbalance to the current fast-paced lifestyle, allowing users to obtain emotional resonance and ideological enlightenment in a peaceful atmosphere.

2.1 Slow pace: creating a quiet and deep atmosphere

The short video content of “Yi Gongzi” centers on traditional culture and art, meticulously planned and produced with a distinctive “slowness” that cultivates an atmosphere of tranquility and profundity. The short videos produced by “Yi Gongzi” are skilled at controlling their rhythm, without blindly chasing fast-pacing and stimulating, on the contrary, through gentle speaking speed, detailed explanations and appropriate pauses, let the audience have enough time to comprehend and absorb the information presented. This mode of expression forms a sharp contrast with the current fast-paced lifestyle and short video expressions, providing a unique experience for the audience. In the fast-paced life, the short videos of “Yi Gongzi” provide an opportunity for quiet thinking and introspection, allowing the audience to foster emotional resonance and ideological enlightenment while appreciating traditional culture and art. This approach not only enhances the audience's cultural literacy and aesthetic ability, but also promotes the inheritance and development of fine traditional culture, allowing fine traditional culture and art to be presented to the audience in a deeper and more nuanced manner, thereby stimulating the audience's interests and passions for traditional culture.

2.2 Slow narrative: focus on experience and arouse resonance

The content of “Yi Gongzi” short videos encompass cultural aesthetics and life philosophy. With each video focusing on a single theme that is thoroughly analyzed and explained, the short videos patiently guide the audience to think and explore alongside, allowing them to have an immersive experience.

To narrate the tale of Su Shi, the “Yi Gongzi” team dedicated months of effort, delved deeply into the literary corpus of Su Dongpo, and researched over fifty works and hundreds of articles related to the history of the Northern Song Dynasty and Su family. Every historical detail has been repeatedly analyzed and verified. In the video titled “Addressing Irretrievable Regrets in life”, “Yi Gongzi” visits the grave of Su Shi's wife, Wang Fu, reciting the poem “Jiang Cheng Zi • Dreaming of my deceased wife on the night of the 20th day of the 1st moon”, with a low voice, filled with deep emotion, as if speaking on behalf of Su Shi, expressed his deep feelings to Wang Fu. Combining real scenes and auxiliary animation presentations, “Yi Gongzi” narrates the tale of Su Shi and Wang Fu, from the unfamiliarity of acquaintance, to the deep affection of knowing each other, and then to the helplessness of being apart. The video ends with “Yi Gongzi”, whose figure looking particularly lonely in the afterglow of the sunset, standing for a long time, in front of the grave. In her eyes, there was both respect for Su Shi and emotion for that love. The narration felt like a time-traveling dialogue, imbued with emotional power, allowing the audience to perceive Su Shi's profound feelings for Wang Fu, experience the regret that spans thousands of years, and achieve emotional resonance. This kind of slow-paced narrative presentation served as the best tribute to the love of Su Shi and Wang Fu.

2.3 Slow art: artistic expression of traditional culture

The short videos by “Yi Gongzi” are rooted in fine traditional Chinese culture, with unique humanistic perspectives and sincere emotional expressions, integrating personal life insights into it, offering fresh interpretations of China's 5,000-year history, humanities, and artistic knowledge. In terms of shooting scenes, the short video of “Yi Gongzi” adds outdoor scenes, documentary image materials or animated scenes beyond the fixed scenes, achieving the connection between the scenes and the story content, bringing the audience a visual and auditory experience of beauty, more vividly grasping the artistic conception and aesthetic feeling brought by the art of literature. In the short video titled “Getting a Little Closer to Su Dong po in Meishan, Sichuan!” , “Yi Gongzi” sits cross legged at the entrance of the Three-Su Temple, narrating a series of culture of poetries centered around Su Dong po, including the Su family traditions, Su's regrets, and hometown complex of Su Dong po. The deep integration of these scenes and stories seems to open a door to the Song Dynasty, allowing the audience to feel the warmth and power of Su's poetry within the quaint atmosphere of the Three-Su Temple, enhancing the attractiveness of the content and making the communication of fine traditional culture more vivid and effective.

The short videos of “Yi Gongzi” are not only a transmission of knowledge, but also a heartfelt exchange, an emotional resonance, and an artistic enjoyment. The presentation of slow art not only revitalizes fine traditional culture in modern society, but also provides audiences with a means to appreciate culture at a leisurely pace, allowing them to realize the charm of fine traditional culture in a relaxed and pleasant atmosphere.

3. The communication characteristics of "Yi Gongzi" short video under the perspective of slow communication

"Yi Gongzi" short video focuses on the quality of content to form the brand characteristics, immersive emotional experience to realize emotional interaction, and the combination of traditional culture and modern philosophical thinking also inspires the audience's resonance and thinking.

3.1 High-quality original short videos to build brands

The short videos of "Yi Gongzi" focus on interpreting Chinese art and historical figures, and with high-quality original short videos, it has set up a distinctive brand image and established a brand matrix, launching different series such as "Yi Gongzi Talks about Zhuangzi", "Yi Gongzi Talks about Su Dongpo", "Yi Gongzi Talks about the Seven Sages of Bamboo Grove", "Yi Gongzi Talks about Li Bai", etc. The company has continued to expand its brand influence while gaining more attention to Chinese culture through different series.

The short videos of "Yi Gongzi" skillfully integrates professional terminology and related background knowledge as a pretext.[3] The short video "What is the purpose of living? [8] In the work titled "What is the purpose of living, in the end? as the theme of the work, the first detailed introduction of Su Shi's "self-titled Jinshan Portrait" creation background, with easy-to-understand vernacular interpretation of the poem "ask your life's work, Huangzhou Huizhou Danzhou". Starting from the low point of Su Shi's life, this interpretation allows the audience to understand Su Shi's literary works and his unique insights on life, which triggers the audience's deep thoughts on the meaning of life.

3.2 Immersive emotional experience for emotional interaction

The "Yi Gongzi" short video focuses on the depth of the content and the emotional connection with the audience, and this in-depth and detailed communication makes it possible for the audience to understand the information conveyed in a deeper way, and it is also easier to generate emotional resonance. It brings an immersive emotional experience to the audience, which is not only a multi-dimensional participation process that requires the audience to participate through the visual and auditory senses, but also includes emotional, cognitive and behavioral input. The immersive emotional experience allows the audience to produce deep resonance and emotional response in a specific environment or situation, thus forming a lasting memory and deep impression.

"Yi Gongzi" short video "To be "right" or "happy"?The short video "To be "right" or to be "happy"? starts with a profound and universal life question, i.e. "Is your ideal life to be "right" or "happy"", which quickly captures

the audience's attention and triggers their thoughts. It quickly catches the audience's attention and triggers their thinking. It then tells the historical images of Qu Yuan and Zhuang Zi, discusses the influence of right and happiness on life, and the different life choices of Qu Yuan and Zhuang Zi. The exquisite graphics, musical accompaniment and infectious narration create a sense of immersion, making the audience feel as if they are travelling through time and space, experiencing the life choices of Qu Yuan and Zhuang Zi together. Starting from the stories of historical figures and gradually transitioning to the reality of modern people's lives, this emotional connection with the audience inspires them to think deeply about life, happiness and personal values, allowing them to resonate with the contrast between the past and the present, realizing the effect of emotional empathy, triggering them to imagine and reminisce, and thus leaving a deep impression on them.

3.3 Contemporary echoes of excellent traditional culture, stimulating thinking

Under the context of fragmented communication, the short video of "Yi Gongzi" not only recreates history, but also closely connects history with contemporary life, and cleverly combines traditional culture with modern philosophy. The contemporary echo of excellent traditional culture brings audiences a brand-new cultural experience, and stimulates their empathy and thinking.

By digging deep into the excellent traditional culture and interpreting it from a modern perspective, "Yi Gongzi" provides audiences with a brand new angle of thinking. Its slow rhythm, slow narrative, slow art presentation features allow audiences to have an all-round immersive experience, to think and feel the charm of culture and art, and to have a deep connection with the excellent traditional culture. The audience can not only think about and recall the connotation and value of excellent traditional culture, but also draw nutrition and wisdom to provide philosophical thinking for real life.

4. The Innovative Path of Chinese Excellent Traditional Culture Short Video Dissemination

"Yi Gongzi" has stood out in the dissemination of excellent traditional culture and become the head IP of the self-media in the field of art, and its slow, deep, detailed and refined dissemination method provides a new development direction and inspiration for the short video dissemination of excellent traditional culture. The innovation of Chinese excellent traditional culture short video needs to explore the deep connotation of culture in content, realize cross-platform linkage communication in channel, and create a unique brand image.

4.1 Tapping into the deeper connotation of culture

Chinese culture has a long history and is profound, and short video creation should explore the deeper connotations of culture. The topics of "Yi Gongzi" short videos are mainly focused on the dissemination of Chinese culture and popularity of art, bringing art closer to the general public with a unique perspective and an in-depth approach. By telling the stories behind traditional culture, short videos can enhance the attractiveness and infectiousness of the content, and stimulate the audience's interest in and love of traditional culture.

Modern technology makes the dissemination of traditional culture in the digital age more vivid and interesting, and the dissemination of excellent traditional culture needs to be combined with modern scientific and technological means, such as augmented reality (AR), virtual reality (VR), etc., in order to fully display the artistic charm of traditional culture with innovative expression and interactive experience, and to bring immersive experience to the audience.

4.2 Cross-platform communication

Cross-platform communication can organically combine the functions and resources of different platforms to achieve more efficient and wider information dissemination and user interaction. Cross-platform communication requires clear target audiences, precise positioning and innovative integration according to the audience groups and usage habits of different platforms, such as online and offline linkage and cross-platform cooperation.

The "Yi Gongzi" combines the characteristics of different platforms, releases content on multiple platforms, and carries out targeted content creation and promotion. Chinese culture is the window for the world to understand China, "Yi Gongzi" short video not only has a wide influence on domestic short video platforms, but also actively promotes the excellent traditional Chinese culture in overseas markets, exploring new paths for Chinese culture to go out and making the overseas dissemination of Chinese culture more interesting and vivid, and has

achieved remarkable results. A video that uses Su Dongpo's "Self-inscribed Portrait of Jinshan" as an entry point to explore "what is the purpose of living" has received 670,000 broadcasts on overseas platforms and triggered 900 comments, which is a full demonstration of the strong vitality and wide influence of excellent traditional Chinese culture. "Yi Gongzi" has also actively cooperated with other cultural organizations and media, such as cooperating with a number of museums and art organizations to launch a series of short videos on Chinese culture and art.

4.3 Building brand image

Cross-platform linkage communication and the establishment of account matrices should pay attention to maintaining the consistency of the brand image and ensure that communication on different platforms can reflect the uniqueness and value of the brand. Therefore, it is necessary to create a cultural short video brand with unique style and characteristics, and enhance the influence and communication effect through branding operation. Such as designing unique logos and images to form brand recognition. At the same time, through cooperation with other brands or organizations, we can also jointly promote the excellent traditional Chinese culture and expand the influence of the brand.

The "Yi Gongzi" in the short video is dressed in green, without any make-up, sitting comfortably on the sofa, hugging the pillow, and facing the camera with a relaxed posture, the overall image of the character embodies intellectual temperament. Green, as the main colour of the video, is easy to remember, brings a sense of comfort, and is easy to close the distance with the audience. In the process of building his personal IP, "Yi Gongzi" always maintains a sincere, professional and intimate image, and conveys his love and respect for traditional culture with practical actions and attitudes, winning the recognition and love of the audience.

5. Conclusion

Featuring original and high-quality content, immersive emotional experiences, and contemporary echoes of excellent traditional culture, "Yi Gongzi" short videos give traditional culture a new interpretation and life in modern society, become a bridge connecting the past and the present, and open up new paths for the inheritance and development of Chinese culture.

In the dialogue across time and space, "Yi Gongzi" and its audience glimpse the wisdom of the past, feel the emotions and reflections across time and space, and find the moments that truly touch people's hearts and the serene cultural space.

With the vigorous development of cultural short videos, the requirements of high-quality cultural short videos for content producers in terms of knowledge reserve, editing level, expression mode and later operation are constantly improving. In order to attract users' attention in a short time, cultural short videos should provide in-depth, interesting and inspiring cultural knowledge, so that the audience can feel the beauty of culture. Cultural short videos are no longer confined to the single presentation of traditional culture, but integrate historical allusions, poems, songs, folk customs and other profound cultural connotations with modern science and technology, fashion elements and other fields of knowledge to achieve creative transformation and innovative development of traditional Chinese culture.

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