

Communication of Traditional Culture Short Videos in Intercultural Communication

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ABSTRACT

In the context of globalization, short videos have become an important channel for cultural communication. Traditional culture is facing new opportunities and challenges in intercultural communication. This paper focuses on the intercultural communication strategies of traditional cultural short videos, and deeply discusses the innovative practice of short videos in content selection, expression mode, interaction mechanism and technology application, so as to explore the effective communication path of traditional culture in the intercultural context. The study points out that the intercultural communication effect of traditional culture short videos can be significantly improved by integrating modern popular elements, optimizing the situational expression, strengthening the interactive mechanism, and providing multi-language support. The strategies proposed in this paper provides practical reference for the global communication of traditional culture, and shows the adaptability and diversification potential of short video in cultural communication.

KEYWORDS

intercultural communication; traditional culture; short video; communication strategy

With the interweaving of digitization and globalization, the frequency of intercultural communication is increasing, and the need for the communication of traditional culture is becoming increasingly urgent. Short videos have gradually become a new medium of cultural communication with its intuitive expression form, rapid communication mode and wide audience coverage. Traditional culture is the essence of national culture, and its unique thought and profound connotation have special communication value in the background of global communication. However, due to the differences in cognition and values of audiences with different cultural backgrounds, the communication of traditional culture faces challenges in understanding and acceptance. Based on the theory of intercultural communication, this paper attempts to explore the strategy of efficiently transmitting the essence of traditional culture through short videos, aiming to stimulate the understanding and emotional resonance of audiences in different cultural backgrounds.

1 Combine Modern Popular Elements with Traditional Cultural Characteristics to Enhance the Acceptability of Content

In the dynamic environment of intercultural communication, traditional cultural short videos

need to innovate in communication strategies to stimulate the interest of audiences with multi-cultural backgrounds. Cleverly integrating modern popular elements into traditional cultural communication content is an effective way to enhance attractiveness. Popular elements involve not only visual design, but also the overall coordination of plot structure, music choice, and expression style. This integration strategy can make short video content more in line with the aesthetic habits and cultural understanding methods of global audiences.

The visual presentation of traditional culture short videos should boldly introduce popular symbols and colors. In modern culture, different colors and symbols are often associated with specific cultural meanings. Integrating traditional elements into the contemporary simple design style or matching traditional patterns with popular colors can not only retain cultural roots, but also give the work a modern beauty. In addition, the design of clothing, backgrounds and props can also increase the “visual sense” and “fashion sense”, strengthen the appeal of short videos to the audience, and stimulate their initial curiosity and acceptance.

In terms of plots, contemporary emotional themes can be introduced into short videos to make traditional culture closer to the emotional experience in daily life. Traditional cultural stories are often abstract and contain difficult symbolic meanings, but embedding modern themes such as love, friendship or inspiration into them can make audiences more likely to have emotional resonance^[1]. For example, ancient plots can be re-interpreted with modern scenes, or narrative experiences of “blending old and new” can be constructed through innovative story frames, so that the audience can naturally understand the traditional cultural implications in the modern context. In addition, the traditional plot can be modernized, such as giving a new interpretation of traditional stories under the themes of love and struggle, in order to help global audiences to approach traditional culture through the contemporary emotional perspective.

In terms of music, modern music styles can be boldly adopted to enhance the direct communication of emotions of traditional culture shorts videos. Music is a cross-cultural communication tool, so the appeal of short videos can be enhanced by combining popular music rhythms with traditional melodies. For example, the fusion of electronic music and traditional folk instruments retains the traditional timbre, and adds a sense of rhythm, which can make the audience more easily accept this fusion style. Through the cross-cultural adaptation of sound effects, short videos not only capture the audience’s attention, but also better fit the current aesthetic preferences in terms of hearing.

In terms of creation styles, it can combine popular narrative modes and traditional cultural characteristics, and use modern short video editing techniques, such as flash mob and jump cut, to integrate traditional elements into the work, so as to make the content more rhythmic. This kind of expression can effectively display content in a limited time, avoid lengthy narration, and enable the audience to have an immediate cultural experience in a short time. In addition, popular expression techniques such as humor and exaggeration can be used to enhance the interest and communication of the content. In the production process, a multicultural creative team can be brought in to ensure that the content retains both traditional connotations and modern aesthetics, and brings fresh and engaging cultural experiences to the global audience.

2 Make It Easier for the Audience to Understand and Perceive the Connotation of Traditional Culture through Situational Expression

In the context of intercultural communication, the traditional culture short videos should skillfully use situational expression to enhance the audience’s understanding and acceptance of cultural content. The situational expression is intuitive and easy to be visually presented. Through

scene setting and character shaping, the audience can naturally experience the deep meaning of traditional culture in short videos.

First, scene design is crucial. According to the subject of the content, a specific cultural atmosphere in short videos can be created. For example, in the performance of traditional festivals, festival scenes are created, and traditional details during the festival such as costumes, customs and decorations are presented, so that the audience can directly perceive the strong festival atmosphere. In addition, the scene can also incorporate symbolic traditional symbols, such as temples, ancient buildings or villages. These visual elements can provide an intuitive cultural entrance for audiences with different cultural backgrounds, and help them form concrete and real feelings about cultural connotations from observations.

Secondly, in terms of character design, traditional culture short videos can help audiences understand the interpersonal relationship and emotional world in culture by shaping representative roles^[2]. For example, the interaction between family members can convey strong family values, and the teacher-student relationship can show traditional Confucian culture. Character design is not only about dresses, but also needs to show the cultural value it represents through speech and deportment. Through the vivid shaping of the character, the audience can more deeply understand the thought and spirit contained in the traditional cultural symbols.

3 Use the Two-way Interaction Mechanism of Intercultural Communication to Strengthen the Emotional Connection with the Audience

In the process of intercultural communication of traditional culture short videos, the construction of interactive mechanism has profound significance to enhance the audience's emotional input. Two-way interaction not only enhances the sense of participation, but also enhances the emotional connection of audiences with different cultural backgrounds to traditional culture in the planning of interactive content and the diversity of forms. Two-way interaction includes comment interaction, Q&A interaction, user-generated content and other forms.

Comment interaction is a basic but widely used way of interaction. After the short video is released, the platform can collect viewers' opinions and feedback on traditional culture by guiding them to leave messages^[3]. For example, in a video about a traditional festival, viewers can be encouraged to share similar festivals or related customs in their own countries in the comments section, helping them build cultural connections. The platform can also select some comments and respond to them in subsequent videos, so as to deepen the emotional connection with viewers through acknowledging their opinions.

Q&A interaction can promote in-depth understanding between cultures by introducing live Q&A activities. Creators can embed questions in the video. For example, "what are the core values of traditional festivals for you?" and "are there similar cultural practices in your country?" Such open-ended questions can lead viewers to share their personal insights in the comments section or participate in live discussions, thereby deepening their understanding of traditional culture and enhancing their emotional belonging to traditional culture.

User generated content is a two-way interactive strategy that actively engages audience's creativity. Short video creators can initiate activities such as "interpreting traditional cultural elements in a unique way" or "shooting themed videos about traditional festivals" and invite viewers to demonstrate their personal understanding of culture. The platform can organize and display viewers' works to establish an interactive chain between viewers and creators. It helps the audience to integrate their own cultural perspective in the interaction, and deepen the identification and resonance of traditional culture.

4 Enhance the Global Transmission of Traditional Culture Short Videos through Multi-language Subtitles and Dubbing

Under the background of intercultural communication, the strategy of multi-language subtitles and dubbing provide an effective path for the global spread of traditional culture short videos. Through the support of multiple languages, audiences with different language backgrounds can more deeply contact and understand traditional cultural content, and the breadth and depth of cultural exchanges can be broadened. The implementation of the multilingual strategy covers three aspects: subtitle, dubbing and cultural annotation, which creates a multi-level cultural experience for the audience.

The use of multilingual subtitles is an important factor in intercultural communication^[4]. Subtitles can help audiences of different languages quickly enter the content context, and especially in the context of short videos with fast speech speed and rich cultural content, subtitles effectively improve the audience's understanding ability. The short video platform can provide automatic switching of subtitle options according to the audience's region, and ensure the accuracy of translation, so that viewers can accurately perceive the essence of cultural information.

The multi-language dubbing further enriches the cultural experience of the audience. Although subtitles can provide support of understanding, the emotional communication of dubbing brings a more infectious cultural atmosphere. Dubbed versions in different languages allow the audience to naturally integrate into the cultural context during the listening process. The voice speed, intonation and emotional expression of voice actors should be in line with the cultural characteristics of the target languages, so that the audience can feel a more sincere cultural connection through the familiar phonetic environment^[5].

Multilingual cultural annotations provide strong support for in-depth understanding. In short videos, some specific words or symbols often carry rich cultural meanings, which may be difficult to convey accurately in direct translation. In this regard, on the basis of multi-language subtitles and dubbing, appropriate cultural annotations can be added to help the audience more fully understand the cultural significance behind the video content through brief explanations or scene descriptions.

5 Conclusion

In the context of intercultural communication, the traditional culture short video is faced with the understanding challenge brought by cultural differences, and modern communication tools and various expressions should be flexibly used to enhance its acceptance among global audiences. The use of popular elements, situational expression, increased interactivity, and multilingual support can greatly enhance the appeal of traditional culture short videos and make them more relevant to audiences with different cultural backgrounds. This study shows the diverse expression paths of traditional culture in intercultural communication, points out the value of short videos as a cultural communication tool, and puts forward strategies to promote the dissemination of traditional culture in the global context, which not only promotes the traditional culture to an international perspective, but also contributes new ideas to enrich the global cultural ecology and enhance the understanding of cultural diversity.

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