

Analysis of the Tiktok (China)'s Traditional Culture Communication Innovation

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Abstract: The Tiktok(China) started early and invested a lot in the field of traditional culture communication, by 2020.5,short videos on traditional culture have exceeded 65 million, with a cumulative play count of more than 16.4 billion times, which is the most impressive performance among all short video platforms.So, it's necessary to sort out and analyze the Tiktok(China)'s traditional cultural communication innovation, and study its content sources, theme types and innovation strategies,so as to bring inspiration to more short video platforms for traditional culture communication.

The important statement on "promoting the excellent Chinese traditional culture" points out that the excellent Chinese traditional culture is the outstanding advantage of the Chinese nation, our deepest cultural soft power, and the solid foundation and outstanding advantages of our cultural confidence, and we should promote the creative transformation and innovative development of the excellent Chinese traditional culture. The essence of Chinese traditional culture is that it is closely related to our lives, integrated into our lives and we enjoy it without knowing it, so it should originate from life and feed life. However, today's traditional culture is too distant from modern life and urgently needs innovation in communication, and attracting young people to participate in "co-creation" is the key to its success, and the most popular short video is an excellent form, which can greatly reduce the threshold for young people to approach and spread art, and can also truly practice the concept and mechanism of "co-creation of culture"^[1]. The concept and mechanism of "co-creation of culture" can be truly implemented. Among the major short video platforms, the Tiktok(China) is the earliest, most invested and most rewarding in the field of traditional culture communication, with more than 65 million short videos of traditional culture and cumulative plays of 16.4 billion times by 2020.5, therefore, we need to summarize and analyze the Tiktok(China)'s innovative strategies for traditional culture communication. The paper tries to study the content sources,theme types and innovative strategies, in order to enlighten the traditional culture communication of more short video platforms.

1. The content sources of the Tiktok(China)'s traditional culture communication

1.1 The user level

At present, there are more than 2,000 traditional culture short video creators on the Tiktok(china) ,among which there are more than 400 Star creators with more than 500,000 followers^[2].For example, on the Tiktok(china), Shi Yihong, a great "green clothes" of the Mei

School of the Shanghai Peking Opera House, performs the Beijing opera song "Cuckoo Mountain", Xu Biaoxin, a national-level actor of the Shanghai Yue Theatre, shares a fancy "cloud practice". The vocal instructor of Shanghai Municipal Art Museum, Song Pinping, also charmed a lot of internet users with a Shanxi folk song "Oh Liang Liang". The other category is institutional users, mainly in the fields of Culture and Museum, opera and non-heritage, for example, on World Theatre Day 2018, the Central Committee of the Communist Youth League launched the challenge "I want to laugh out of the "national essence"" on the Tiktok (china), with a total play count of nearly 2.6 billion times, inspiring young people to pay attention to Peking opera. In 2020.5.1, The first Tiktok(china) live broadcast of the Shanghai opera was very rewarding: 1,525 viewers, 2,771 sound waves, and the actors dressed in personal dress to perform many classic Shanghai opera songs, such as "Meeting in the Hall" and "Deng Shichang". The Non-heritage Protection Center of the Shanxi Province released nearly 100 short videos of more than 30 non-heritage projects, such as Huazhou Shadow, Fengxiang clay sculpture, Chengcheng embroidery and red fist on the Tiktok(china), and the National Museum's Tiktok(china) account also launched the collection "Appreciation of the National Museum's Collection", highlighting the origin, structure and design, function and value of the collection, and flirtatiously explaining that "the Terracotta Warriors" have more than 8,000 brothers.

1.2 The platform level

The Tiktok(china) launched a number of traditional culture theme activities, of which more than 10 have accumulated more than 100 million plays, involving opera, Chinese painting, shadow, folk music, poetry and other categories, for example, the theme of Peking opera "I can change my face faster than a book", has been broadcasted nearly 6 billion times, and the theme of painting and calligraphy, #Who says Chinese painting is not the Tiktok(china), has attracted more than 70,000 users to participate in the creation of Chinese painting, with a total of 1.7 billion plays. In order to stimulate users' creation, the Tiktok(China) released "opera costume" special effects, including makeup for each line of Peking opera, including "Sheng, Dan, Jing, Mo, and Ugly", of which the makeup for Wudan, the top one downloaded, was used 15 million times, and also presents music for operatic singing such as "Rapping Faces", "Sorrow for the Departed" and "Pipa Line", total usage is up to 7.03 million times. On International Museum Day in 2016, the Tiktok(China) and seven major museums, including the National Museum of China, jointly produced the "The First drama queen Show of Cultural Relics", staging a "A night of Museum Wonder" for China's cultural treasures, with a total of 118 million plays in four days, the number of likes reached 6.5 million times and the number of retweets exceeded 170,000. In 2019.8, the Tiktok(china) and the Central Academy of Fine Arts and other authoritative art institutions jointly launched the "DOU Art Project" to serve the popularization of art and national aesthetic education with short videos, and also launched the "Everyone is an artist" series of challenges to inspire the public. The "Everyone is an Artist" series of challenges is designed to stimulate the artistic enthusiasm of ordinary users of the platform.

2. The theme types of the Tiktok(china) traditional culture communication

2.1 The theme of opera

Traditional opera is declining, so the Tiktok(China) uses entertainment approach to promote opera to spread in pieces, making it possible for opera which has fallen into a minority art to return to its original position as a popular art^[3]. Since the launch of the Tiktok(china), opera has been the most popular art category on the platform, and the most influential one is the short video "Laughing out of the 'national essence'", which takes the unique laughter in the Peking opera "Sheng, Dan, Jing,

Mo, Ugly" as the entry point, as of which is demonstrated by the famous Peking Opera actress Wang Peiyu, who performs the laughing, grimacing, cold laughing and dark laughing of the old Peking Opera Laosheng, attracting many Peking Opera actors and ordinary internet users to participate in it. For example, the short video of Dong Fei, the third generation of the Mei School, playing with orchid fingers on the Tiktok(China) has been played 2 million times, and the short video introducing the art history of male Dan has been liked nearly 100,000 times, while sharing face makeup painting methods, performing N kinds of water sleeve positions, and using the short video to introduce the history of male Dan art was praised nearly 10,000 times.

2.2 The theme of non-heritage crafts

The top ten categories of the non-heritage lists can basically meet the conditions for the Tiktok(china) communication. In 2017, short videos of non-heritage crafts began to appear in Tiktok(China), unveiling old non-heritage crafts, shortening the distance between inheritors and potential inheritors, and opening up the road to market for craft inheritors. In 2019.4, the Tiktok(china) launched the "Non-Foreign Heritage Partner" program to support the flow, improve the cash flow and create an open platform to help the communication of non-heritage. As of 2020.5, the coverage rate of national non-heritage projects in the Tiktok(china) is up to 96%, the number of related videos is over 48 million, the number of plays is more than 200 billion times, and the number of likes is above 6.48 billion times. For example, the Tiktok(China) video of Xiao Zhanxing, a national non-hereditary inheritor, making noodle figures has been played 2.22 million times. In 14 seconds he used several balls of ordinary colored noodles to make a red-robed Wang Zhaojun, reviving the "Zhaojun Goes to the Frontier". Wen Shishan is one of the few Non-genetic inheritors who can make an oil paper umbrella independently in China, in the Tiktok(china) he recorded the whole process of making oil paper umbrellas in 106 steps, including cutting bamboo, polishing bamboo, threading the needle and thread, building the umbrella bone and frame, etc. The short video of only 40 seconds made "Uncle Wen's umbrella" gain 560,000 fans, attracting many young people who want to learn from him, and bringing business opportunities for oil paper umbrella heritage.

2.3 The theme of Culture and Museum

To get closer to cultural relics, feel the human history and civilization by means of the Tiktok(china) is becoming a fashionable lifestyle for young people^[4]. As of 2021.5, the number of museum videos on the Tiktok(china) exceeded 33.89 million, with more than 72.3 billion plays and 2.1 billion likes, including nearly 240 million likes on videos related to the National Palace Museum. In response to the "cultural and Museum fever", the Tiktok(China) and the major museums jointly launched the "drama queen Show of Cultural Relics" exploded the network, so that the heavy cultural relics with professional special effects "come to life", in online 4 days the number of plays exceeded 118 million times, not only to enhance the visibility of important cultural relics, but also for the museums to attract fans. On the 45th International Museum Day, the first museum data report released by the Tiktok(china) shows that Terracotta Warriors, Qingming Shanghe Tu and Sanxingdui Gold Mask are the most popular "treasures" among the Tiktok(china) users. The Tiktok(China) also joined with the Shanxi Museum and other 10 museums to launch the "Cloud Museum" campaign, inviting museum curators and cultural celebrities to live to interpret the treasures and relics.

2.4 Other themes

The Tiktok(China) traditional culture communication also covers painting and calligraphy, music,

dance, martial arts, shadow and other thematic types, in the Tiktok(China) traditional culture and popular elements collide and blend with new inspiration, many classics become popular again through the Tiktok(China).The Tiktok(China) joints Chinese National Association of shadow art committee, Beijing “Dragon in the sky” shadow Museum launched the "Have fun playing shadow" topic, The video has been played more than 2.8 billion times, of which users are invited to "shadow dance" with the shadow actors, imitate the movements of shadow characters or perform popular videos with shadow. The national martial arts champion Li Mingjie's Tiktok(China) account "Wushu Ajie" quickly became popular, with 150,000 fans and more than 1.52 million likes in just 8 short videos, where you can see all kinds of cool and difficult martial arts moves and experience the intensity of martial arts athletes' training. The short video of@ "sketching" has a strange style, drawing creative sketches with the help of common coins, candies and numbers in life, and its creator, 22-year-old Zhuji guy Lou FeiChao, has gained 1.4 million fans in just a few months, 56 million views on an single video and a monthly income of 10,000 yuan. The short video of @AnAn Goodnight's Tiktok(China) has introduced people to the viola, a minority of Western instrument, and in order to continue to stimulate fans' interest in music, she has also specially designed performance scenes including forests, ancient castles, subway stations and other locations with both beauty and atmosphere. Short videos recording the art of dance are like "The Fire of a Star" ignited the public's aesthetic interest in art. Wang Yabin, a professional dancer, insisted on sharing her dance on the Tiktok (china), got her fans’ comments that not only "felt edification of the beauty" but also soothed their anxieties, and made her understand the meaning and value of dance again.

3. Innovative strategies in the Tiktok (China)’s traditional culture communication

3.1 To develop thematic stickers effects, to lower the threshold of creation

With the explosive creation and spread of traditional culture short videos on the Tiktok (China), the platform operation team keeps exploring how to lower the creation threshold and how to stimulate users' enthusiasm and inspiration for creation^[5].With the power of technology, opera can approach young people in a different way, the Tiktok (China) has developed face sticker special effects to enrich the form of user creation, in the Tiktok(china) as long as there is creativity, tradition can also drive the interaction of all people. For instance, Peking opera video related with "face changing" special effects has 1.2 billion views. The Tiktok (China) users have released more than 2 million face sticker videos, and the related videos have been played more than 600 million times. In the short video, users can change their faces freely under the cover of turning their heads and covering their faces, and with a variety of singing opera music BGM, it is enough to experience the profundity of traditional opera in 15 seconds.

3.2 To purchase the copyright of famous opera pieces, to inspire users to adapt them

Using the most popular media to spread opera culture can not only increase the exposure of traditional opera, but also make traditional opera innovative in the process of adapting to new media,for example, "Pipa Line" has over 1.5 million uses on the Tiktok(china).The Tiktok(china) has strict requirements for all four forms of short video creation groups: singing should reflect new ways of playing traditional opera and content innovation, reading should be a fun interpretation of classical poetry and shadow play, doing should be a personalized presentation of "non-heritage" skills, and playing should convey the spirit of martial arts,so,this specific innovation ensures the professionalism and modernity of traditional culture short video. Huangmei opera tops the list of the most popular local operas in the Tiktok(china), and the "Everyone DOU sing Huangmei opera" challenge attracts many opera lovers to participate, and the song "Huangmei opera" adapted from

the classic Huangmei opera "The Female emperor's son-in-law" has been used by as many as 7.03 million people. The new opera continues to play a new height, the powerful IP of the Huangmei opera by many internet users called "too magical, too brainwashing".

3.3 To launch theme challenges, to encourage users to participate

The 2018 Tiktok (China) Big Data Report showed a trend: the audience participating in traditional culture themed challenges is getting younger and younger. In order to stimulate users' creation, the Tiktok (China) launched the "Who says traditional culture isn't Tiktok(China)" series of activities, including "Who says Peking opera isn't the Tiktok(China)", "I call for 'non-foreign heritage'", "I want to laugh at the 'national essence'", "Well ~ the wonderful museum" and other thematic challenges, aiming to show the beauty of traditional culture with the expression of young people's words, in order to enhance the enthusiasm of young audiences to participate in the heritage of Chinese traditional culture. The Tiktok(china) and Xinhua Network launched the #How many out-of-the-way characters can you sing #topic challenge to promote Chinese character culture through a song containing more than 70 out-of-the-way characters, with more than 310 million video plays and more than 20,000 video submissions, and Internet users also created sand painting, northeastern Chinese, pipa, guzheng and dance versions An song has caused a "Chinese character fever" in the Tiktok(china), which has also made more Internet users understand and love Chinese characters. Sugar painting is an intangible heritage skill that originated in the Song Dynasty, and the Tiktok(China) food creator @September launched the #Gourmet's Sugar Painting Challenge#. She took the lead in creating a flower basket with "sugar painting", and "shouted out" to other food creators, and @La Yue Xiao Jiu and @September's Kitchen responded, the latter created a beautiful goldfish sugar painting, so, the video received 440,000 likes, eventually the challenge received over 82.13 million plays on the Tiktok(china).

3.4 To implement "craftsman support program", to promote commercialization

In 2021 6.18, the online order volume of the Tiktok(China) non-heritage goods increased by 173%. From the "non-heritage partner" program to the "Seeing Artisans" program, the Tiktok(China) has done a lot of exploration in the marketization of non-heritage goods and launched a series of measures such as "green channel for quick review of craftsmen, first month commission discount, official resources flow support, official operation training courses, exclusive integrated marketing activities, and priority recommendation of cashing resources" have been launched to encourage craftsmen to share their stories with crafts, traditional culture and young groups^[6]. At present, there are more than 5,000 craftsmen selling their works in the Tiktok(China), of which more than 90% have stable incomes, and 10 non-heritage masters have made millions in the Tiktok(China) with goods in 2020, and above 40 non-heritage bearers have more than one million fans. For example, Yu Wanlun, an oil paper umbrella heir, opened the Tiktok(china) account "oil paper umbrella master", and harvested 254,000 fans with the Tiktok(china)'s powerful merchandising ability, the IP attributes of the non-heritage and MCN operation, and his Tiktok(china) e-commerce revenue exceeded that of a physical store. In order to bring back the oval green glaze of Ru porcelain, which has been lost for more than 800 years, the representative inheritor Li TingHuai of the national heritage Ru porcelain firing techniques spent 2,000 days and nights, failed 1,800 times, the number of likes on the short video about the experience reached 430,000, he also accumulated 62,000 followers in the Tiktok(china), through the Tiktok(china) e-commerce sales of Ru porcelain exceeded 3 million yuan. Master Zhu Bingren, the only national non-heritage inheritor of copper carving techniques, the most number of likes on the short video reached 958,000, and a masterpiece of 188,000 yuan "Fused Bronze Mural: The Scent of Birds and Flowers" was also sold in the

Tiktok(china) live broadcast.

4. Conclusion

Technological advances continue to give rise to more forms of creation, especially non-heritage traditional culture often has its own IP attributes and a natural "hip" gene, so a perfect combination with short video can maximize its excitement and revitalize it into a modern living element. At the same time, the hidden worries about the effect of traditional culture short video communication also come up: "15 seconds is too short to finish even a single turn in the opera", "fragmented communication will certainly destroy the integrity of traditional art", etc... ...It isn't technically difficult to fragment the narrative of traditional culture in a small and precise short video space, but its flat mode of communication may affect the deepening of traditional culture. However, in the face of the embarrassing reality that Internet users have to switch their attention for 15 seconds, fragmented communication becomes a helpless choice. We don't have to worry that short video communication will impact or even erode the traditional nature of culture, but it is imperative to bring traditional culture closer to young people instead of indoctrinating them.

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