

# *Innovative Practices of Chinese Traditional Cultural Elements in Short Video Platforms*

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**Abstract:** This paper discusses the innovative practice of traditional Chinese cultural elements in short video platforms. By using traditional cultural elements in short videos, it can attract more users' attention and enhance their aesthetic enjoyment. The uniqueness of traditional cultural elements and the fragmented characteristics of short video platforms form a powerful attraction, providing users with a sense of freshness and identity. In addition, the innovative application of traditional cultural elements in short videos also needs to consider the combination with the background of modern life to maintain the strength of innovation and change. By making full use of the unique appeal of traditional cultural elements and their connection to user identity, it promotes social influence and enriches the content of the short video platform.

## **1. Introduction**

With the innovation of technology, people have entered an age of imaging, that is, information dissemination and access are mainly realised through visual media. The development of short video platforms has given people more opportunities for innovative display and dissemination through video forms. In this context, how traditional Chinese cultural elements can be innovatively displayed and disseminated on short video platforms has become an important theme. Traditional culture has rich and diverse elements, such as traditional music, opera, paper-cutting, Chinese painting, etc. By applying various creation and dissemination means, such as editing, special effects, soundtrack and other tools on the short-video platform, it can help the creators to integrate traditional cultural elements with modern elements, and through innovative display and dissemination of traditional culture, it can show unique visual effects and artistic charm, making traditional culture more vivid, grounded and closer to the audience. It is more close to the lifestyle and aesthetic needs of young people, so that the younger generation can better contact and understand traditional culture. This not only helps to attract more young people to pay attention to and pass on traditional culture, but also increases the influence and spread of traditional culture, and promotes the integration and development of traditional culture with modern society.

## **2. Driving forces for the innovative dissemination of traditional culture**

Traditional culture is an important part of the history and cultural heritage of a country or region,

which carries the wisdom, values and unique spirit of the nation, while the dissemination of traditional culture can strengthen people's sense of identity with their own culture, promote cultural inheritance and development, and also contribute to exchanges between different cultures. The use of digitalisation and technological innovation can better transmit and promote cultural history while meeting the needs of young people, including the possibility of creating online cultural resource platforms offering e-books, museum virtual exhibitions and cultural heritage apps. As a medium for presenting traditional cultural elements, short video platforms mainly present content in video form with rich visual effects and means of expression, which allows traditional cultural elements to be presented more vividly through exciting images, music and dance. The application of video editing and special effects enables creators to combine traditional cultural elements with modern visual aesthetics, enhancing the aesthetic enjoyment of viewers, conveying the connotations and values of Chinese culture, and enhancing their appeal to viewers. The short video content is presented in a short and concise form, which also adapts to the fragmented reading and viewing habits of modern people, making it easier for traditional culture to be understood and digested in a short period of time. Moreover, the platform provides interactive methods such as user comments, likes and retweets, enabling the public to directly participate and interact with the creators, deepening their understanding of and participation in traditional culture.

The innovative dissemination of traditional cultural elements on short-video platforms has been accepted and recognised by the public, thanks to the characteristics of the platforms, the public's attitude towards short-videos, and the active participation and interaction of users. The study shows that as the revitalisation process of Chinese outstanding traditional culture accelerates, traditional cultural resources continue to be inherited and promoted through industrialisation, living and networking, and the productive protection and marketable utilisation of traditional culture is shifting towards the development of digital entertainment content or projects, gradually forming a synergistic and intertwined relationship with the expansion of the short video and digital content industry. <sup>[1]</sup>And as scholars and creators continue to explore this innovative field, the promotion and preservation of traditional culture is maintained, ensuring its relevance and appeal in the contemporary world. They have explored various aspects including visual effects, narrative techniques and cross-cultural communication. The fusion of tradition and popular culture not only enhances the appeal of traditional cultural elements, but also contributes to cultural confidence, cross-cultural communication and youth cultural identity. Short video platforms have high influence among young people, and by innovatively displaying traditional cultural elements on the platforms, they can help young people establish a sense of identity with traditional culture, which helps protect and pass on the treasures of Chinese traditional culture and prevent them from being marginalised or forgotten. The global nature of short-video platforms and the connectivity of the Internet allow traditional cultural elements to transcend geographical and cultural limitations, promote exchanges and understanding between different cultures, and facilitate the dissemination and sharing of cultural diversity.

In addition, short videos for children have certain educational potential. Traditional culture contains deep values, and incorporating them into short videos for children's education can help children establish correct values and moral concepts. Moral education in traditional culture is conveyed through stories, myths and fables, guiding children to become people of character and responsibility. Physical skills, etiquette and festive activities in traditional culture can exercise children's physical coordination, communication skills and teamwork spirit, and promote their all-round physical and mental development. Inheriting, promoting, protecting and making use of the outstanding traditional Chinese culture is of great significance to the promotion of socialist culture and the enhancement of the soft power of national culture. In recent years, China has contributed to the revival and development of the excellent traditional Chinese culture by formulating and

promoting policies, implementing programmes and planning routes. Indeed, both traditional cultural revival policies and regulatory measures for the short video industry start and end with the aim of creating a healthy environment for cultural development, and regulating people's spiritual activities, behaviours and attitudes through a healthy interplay of cultural, governmental and market relations, which has led to the recognition of the value of these practices in bridging the gap between traditional culture and the modern digital age.

### **3. The expression of traditional cultural elements on short video platforms**

The short video platform demonstrates the many possibilities for traditional cultural expression and the powerful dissemination and influence of digital media, while at the same time taking advantage of its rich cultural resources and strong production capacity to open up new channels of cultural dissemination in order to meet the development needs of the times and audiences. On short-video platforms, traditional Chinese cultural elements can be displayed and expressed in a variety of forms, including traditional music and dance, traditional handicrafts, festivals and customs, cultural stories and folklore. They contain elements that are closest to people's daily lives, as well as refined tastes steeped in history and culture.

#### **3.1 Traditional music and dance.**

Short video platforms can present traditional music and dance performances, providing artists and creators with greater space and opportunities to express themselves. Artists can blend traditional music and dance with modern art forms and styles to create unique works and spread their artistic ideas and creativity through short video platforms. The videos use different modern filming techniques to enhance visual expression, such as using focal lenses to direct attention to interesting points, employing camera angles to work on the audience's psyche, and utilising composition to enhance spatial aesthetics and hierarchy, while presenting the rhythmic beauty and physical tension of music and dance. From an editorial point of view, the creators use the language of short videos to introduce the historical background and cultural connotations of music and dance, attracting more people to appreciate and understand traditional art forms.

#### **3.2 Handicraft production**

Chinese traditional handicraft production is rich and diverse, such as paper-cutting, embroidery, ceramics, etc. Through the short video platform, creators can record the process of handicraft production and show the details and beauty of the final work. The dissemination and development of traditional handicraft culture demonstrates the skills and characteristics in the information visualisation platform, and when placed in the short video context, it is closer to the public's expression of life and emotion from the external interpretation to the internal presentation, and better embodies the connection between traditional handicrafts and life. For example, "national treasures will talk" this kind of display that breaks through the time and space limitations of the inheritance of skills, compared with the cold machine, the ancient people from the spiritual and cultural level to treat the temperature of the crafts, the cultural and artistic values it carries are indispensable to the national civilisation, and any complex machine will become simpler, more mechanical and more lacking in the spirit than the human being.<sup>[2]</sup>

#### **3.3 Traditional festivals and customs**

China has many unique traditional festivals and customs, such as the Spring Festival, Qingming

Festival, Dragon Boat Festival and Mid-Autumn Festival. Such festivals are accompanied by specific customs and foods; sweeping tombs and paying homage to ancestors at Qingming, racing dragon boats and eating zongzi at Dragon Boat Festival, enjoying mooncakes at Mid-Autumn Festival when thinking of home, and eating dumplings and Yuanxiao at New Year's Eve and Spring Festival reunions, creators can show locally organised festivals and the process of making traditional food, a form that conveys China's unique festival and food culture. All of these elements represent a way for creators to introduce the origins and celebrations of these festivals, and to showcase traditional activities and foods during the festivals. Through the fusion of innovative techniques and creative styles, they also bring a unique sense of individuality and fashion to the presentation of traditional festivals and customs, and promote the combination of traditional culture and modern art.

### **3.4 Cultural stories and folklore**

China has many rich cultural stories and folklore, such as The Legend of the White Snake and the Monkey King Troubles the Palace of Heaven, etc. Creators can present them in a more vivid and interesting way through the use of images and symbols such as animation and voice-overs, as well as the choice of colours and shapes, the plot and characterisation, and elements such as the design of music and sets, while conveying cultural and emotional connotations, and conveying to the audience to varying degrees the Chinese values and charms of traditional Chinese culture to the audience in different degrees.

Through the above forms of expression, traditional Chinese cultural elements can be presented to audiences in a vivid, interesting and innovative way on short video platforms. This not only helps to attract young people's attention to and understanding of traditional culture, but also provides a broader stage for the inheritance and development of traditional culture.

## **4. The cultural connotation of the innovation of traditional cultural elements in short video platforms**

The combination of traditional culture and short videos is largely due to the development and progress of modern digital technology. With the help of digital technology, the audio-visual expressions in traditional long videos have been disassembled and reintegrated, thus completing the creative output in line with modern discourse practices. Due to the dominance of "instant aesthetics" popular culture and viewpoints, the micro-narrative text formed by traditional culture short videos has given up the desire for the overall style of traditional culture in the past, and is more devoted to showing the most wonderful and attractive fragments of traditional cultural activities. In the grand cultural scroll, traditional Chinese culture as the spiritual wealth of mankind contains a profound ideological essence and important value system, and the short video platform's advantage of being short and fast faces the risk of dissolving this culture to a certain extent when carrying a heavy cultural narrative. In order to better adapt to the times to pass on traditional culture, creators can only adapt to this mode of production, dealing with the originally complex and rich content of traditional cultural events one by one, and dissolving them into fragmented and accessible pieces of information to meet the audience's demand for fast food.<sup>[3]</sup>

The content on the short video platform is like the "landscape" at the fingertips, presented by different combinations of static or dynamic people, events and objects, according to which the presentation or use of traditional cultural short videos can be divided into two main dimensions: time and space, while audiovisual images or memories fill in the continuity or transient form of short video content. In the dimension of time, short video content is constantly enriched to demonstrate traditional skills and perform traditional arts, including traditional literature, music and

dance, traditional crafts, folk festivals, etc., as well as other intangible cultural heritages and their extended stage performances and exhibitions, etc.; in terms of spatial carriers, short videos with content of historical monuments or historical landscapes of existing cultural relics are constantly expanded to include physical objects on which traditional cultures are based, tools and individuals, groups and the whole physical space, which are mostly movable or fixed cultural heritage with embodied forms such as points, lines, surfaces and bodies, which are also important sources of artistic and aesthetic expression. For example, traditional music, dance, theatre, painting, sculpture, architecture and other forms of art convey rich cultural connotations and emotions through the use of materials, forms, rhythms, colours, etc. They are not only a kind of aesthetic enjoyment, but also enable people to better perceive their own cultural identity, and to establish connections and share values with other members of the society, which is a kind of cultural memory and expression of identity.

The ubiquity of traditional cultural resources reduces the limitations of public participation in the production of short videos, which can also be created in vlogs (video blogs), creative hubs and distribution centres in daily life, in order to promote traditional culture on the basis of co-creation of value chains, such as photography, production, editing, dissemination, viewing and commenting, and the use of pop-up short videos containing elements of traditional culture to attract creative imitations, hot content that continuously aggregating value creation within the same industry. In the creation and consumption of short video content, it is necessary to constantly use the connotative value of excellent traditional Chinese culture to invigorate the spirit and meet the needs of the form, and to disseminate the strategy of short videos of traditional culture through the organic combination of humanities, fun and technology, so as to strengthen the traditional cultural genes of short videos and related fields. In addition to this, creations that integrate traditional and popular culture can provide new paths for fostering cultural confidence, including different etiquette and social norms that reflect the social order and the way of interpersonal interactions. Education in etiquette emphasises values such as respect, humility and harmony, and regulates people's behaviour and speech. By combining traditional culture with contemporary popular culture and using unique signs, symbols, music and festivals to shape people's perceptions and feelings about the world, it conveys the values and human wisdom of a nation or social group, including respect for morality and ethics, care for nature and humankind, and contemplation of life and the fate of humankind, and this shapes the way of thinking and the aesthetic experience of the nation or social group.

## 5. Conclusion

Traditional culture and short videos reflect people's living conditions or collective memories to a certain extent, and Freud believed that identity is the process of emotional and psychological convergence of individuals with other people, groups or imitated people. Manuel Kast believes that "identity builds meaning." <sup>[4]</sup>Cultural diffusion not only changes people's understanding of the external cognitive system, but also changes what and how values are constructed. <sup>[5]</sup>Traditional Chinese culture has been passed down from generation to generation and has had a profound impact on the development of cultural diversity and the stimulation of human creativity. When the legacy of traditional crafts and culture is difficult to maintain, historical things that cannot keep up with the times or adjust their development methods to the needs of the times may face an embarrassing situation. And short videos, a new mode of information dissemination and social interaction, provide new ideas for the inheritance and development of traditional crafts and historical culture. It is the collective duty of the Chinese nation to preserve and continue the excellent traditional culture of China. In other words, every Chinese person is an important driving force of traditional culture,

actively participating and improving, innovating and developing our cultural heritage. The core and philosophy of traditional culture, which explores the interrelationships between people and nature, people and others, and individuals, should be continually integrated into the management and innovative development of the short-form video industry, which not only seeks to understand the common space of meaning, but also seeks to reach a consensus on the right values. In an era of rapid evolution of the digital content industry, the growth of the short video industry should be based on the inheritance and application of the outstanding traditional Chinese culture, a complex systematic task that needs to always maintain a positive and innovative spirit and a humanistic orientation in order to correctly preserve, develop and apply our rich cultural heritage in the mobile digital environment. Under the trend of globalisation, we should also actively establish systems and operational mechanisms related to Chinese quality traditional cultural heritage and the digital content industry, so that we can continue to contribute to the renaissance of Chinese civilisation and the enhancement of the nation's soft power.

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