

# Tell Anhui stories well with short videos and enhance the soft power of Anhui culture

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**Abstract:** With the popularity of mobile terminals and the arrival of a new round of audiovisual revolution, short video as a new content transmission carrier, in recent years has shown a rapid development trend, mobile short video culture has become a new form of popular culture gradually rising, playing an indispensable role in telling Anhui stories. The author tells the story of Anhui and spreads the Voice of Anhui from three aspects: who tells the story, how to tell the story and what the story tells.

**Keywords:** Tell Anhui story; Culture soft power; Culture confidence; Short video.

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## 1. Introduction

As an indispensable soft power in the development of Anhui, telling Anhui stories well plays a fundamental role in expanding the influence of Anhui and building an innovative and culturally strong province with charm and style. Under the background of the new media era, short video has become the most frequently used media form in the daily life of the audience, which has also brought significant changes to the regional publicity.

In the face of more intense competition for audience attention resources and diversified audience needs, Anhui province urgently needs to study the communication law of short video era, tap its own resources and advantages, take the initiative to connect with new communication subjects at home and abroad, make top-level strategic design for telling Anhui stories, and deliver the Voice of Anhui.

## 2. Who will tell the story

To tell the story of Anhui well, there are two levels: internal and external. Internally, we should show a good image of Anhui to other provinces in China, so as to expand cooperative city clusters, attract high-tech talents to settle down and ordinary people to travel to Anhui. Externally, Anhui should show a good image to the international community. Local areas are a window for the western community to know China and enhance their understanding and recognition of Chinese society. A good Anhui style represents a good image of China. The key to telling Anhui stories well, both internally and externally, is a group of skilled storytellers:

### 2.1. Invite world-class artists in literature and art

Cultural and artistic masters at home and abroad express themselves directly to the deepest heart of the people. They are good at using the common language of mankind and arousing people's resonance. The stories they tell can instantly draw the distance between them and the audience, showing the most real life of Anhui ordinary people, the excellent social environment, the praise of the spirit of The Times and human features, and the natural continuation of traditional culture in the contemporary era. Or touching, or unique, or open up thinking, from a variety of vivid angles to show and

convey the charm and charm of the great beauty of Anhui.

### 2.2. Gather the power of Anhui celebrities

Politicians, military strategists, scientists, writers and artists born in Anhui emerge one after another. The stars shine in all walks of life, continuing the new brilliance of Anhui people. In terms of telling the stories of Anhui well, their hometown complex and nostalgic origin can motivate them to help spread the Voice of Anhui. Moreover, they are the best in various fields, so they can get twice the result with half the effort in promoting the stories of their hometown to the world.

### 2.3. Give play to the role of ordinary users

Everyone is in the era of "we media". UGC mode enables every user to participate in production and creation, show their hometown on the short video platform, and lead other users to appreciate the style of Anhui. In the face of such a large and sustainable output of content base, it is necessary for official media to play their professional and organizational advantages, with strong capital and knowledge reserves, become content integrators and actively mobilize the power of ordinary users.

### 2.4. Bring together the power of foreigners

At present, there are a large number of resident foreigners in Anhui province. They have lived in Anhui for a long time and have profound friendship and understanding of Anhui. They are a major force that cannot be ignored in telling good stories about Anhui. In addition, in the era of new media, foreign users can quickly understand Anhui culture with the help of short video platforms, so a number of Hui culture fans have emerged. They are familiar with Chinese and foreign languages, and have a strong interest in Anhui with its long history and infinite local customs. They have the unique advantage of connecting with both China and foreign countries, and are a rare overseas communication group for Anhui.

### 2.5. Overseas students in Anhui Province

There are a large number of overseas students in Anhui Province, and they are distributed in many different countries. They are active in the overseas student's community, and they are also active users of the short video platform. They have unique experiences and perspectives, are familiar with international buzzwords and short video production skills,

and know how to tell Anhui stories so that they can be accepted by young overseas groups.

### 3. What is the story about

The building of a local image at home and abroad does not lie in the top-level design of ideological propaganda, but in people-to-people exchanges in regional exchanges. The people-to-people bond is characterized by the theory of peace and friendship. To realize the blueprint of people-to-people bond, the key lies in showing the regional spirit and city style through the underlying features and conveying the traditional Chinese cultural concepts. Therefore, the most important thing to tell the story of Anhui well in the era of mobile short video is to show the most real bottom life of ordinary people. Anhui Province is located in east China. The Huai River and the Yangtze River divide Anhui into three parts, which are known as North Anhui, Middle Anhui and South Anhui. Soil and water nurture people on one side, and the huge difference in living environment also creates different group personalities and colorful bottom styles. North Anhui is enthusiastic, middle Anhui is casual, and south Anhui is delicate. Small Anhui concentrates the cultural brand of the whole China. This is because of the difference, so wonderful, this is the biggest characteristics and charm of Anhui. Especially after the advent of the mobile short video era, new ways of creation and communication to open up more possibilities, text, pictures, audio and video cross integration, to help the display of regional bottom style and image publicity.

Worth learning communication cases, such as Li Ziqi series of short videos, video works based on rural life, with a very aesthetic picture and delicate composition, show the beauty of pastoral life, quickly out of the circle, become a top Internet celebrity. The distinctive feature of Lizi's works is that her narrative style is gentle but appealing, which greatly draws the distance between her and ordinary users. Different from the grand narrative techniques in Hollywood films, Li's videos show traditional rural life, but deeply reflect the people-oriented humanistic spirit and traditional Chinese culture. With her unique style and short videos, Li Ziqi opens up a new way of cultural transmission, making traditional Chinese culture "alive" and "walking" out.

After the plum Seven phenomenon, the reproduction of the bottom style of the rapid rise of short video, such as successful cases inspire us to tell a good Anhui story, should be around the masses at home and abroad closely related to life, can reflect the local characteristics of the life of the video, but also to understand and pay attention to the needs of the audience, dig the audience's emotional factors, looking for emotional resonance.

### 4. How to tell the story

The traditional media era mainly relies on radio, television, newspaper and other relatively single solidified media carrier for transmission. In recent years, with the official opening of 5G commercial use, everything is connected, everything is terminal and everything is media have become a new form of communication with the application of new technologies such as big data, artificial intelligence and blockchain, and the international communication pattern has taken on a new look. In this context, Anhui story must be presented in a variety of ways, including graphic, video, audio, game, H5 and so on. In particular, with the continuous development and progress of

the information technology era, the diversity and openness of the short video platform in telling Anhui stories have become an important means of external communication of Anhui Province. All subjects should follow the pace of The Times, give full play to the influence of short video communication, and tell Anhui stories well with the help of new media and short video.

At present, Anhui Province is still mainly in the form of traditional text, graphic or short video form accounts for a relatively small number, but Anhui has been walking on the road of new media communication exploration. Some content transmitted on new media platforms, although in terms of quality, continues the professionalism and depth of traditional media platforms in the past, but lack of innovation and creativity in form, but simply convert the text from paper version to electronic version, unable to deeply combine with emerging media, let alone compete with new media products for audience, it is difficult to attract audience's attention. A stone from another mountain can be used to attack jade. Taking "Holographic Panorama! Immersive View Report" as an example, Xinhua News Agency applied the concept of "holographic" to current political news reports around the report of the 19th CPC National Congress, fully mobilizing users' multiple senses and enabling users to achieve immersive cognitive experience.

In addition, since the audiences at home and abroad are mainly domestic media when they get information, so in terms of telling Anhui stories, we should not only make steady efforts in the domestic short video platform, but also "borrow boats" and "build boats", and continue to make efforts with the help of foreign short video platforms and domestic short video platforms that have successfully gone to sea. In terms of "borrowing boats", according to the survey results of Dreamgrow think tank, the top three social media in 2022 are Facebook, YouTube and WhatsApp, with active users of 2.74 billion, 2.291 billion and 2 billion respectively, almost covering more than 80% of the population of European and American countries. Therefore, To tell Anhui stories well, it is necessary to strengthen the cooperation with national mainstream media platforms such as Facebook, YouTube and WhatsApp, so as to increase the exposure rate of Anhui in international information exchange platforms. In terms of "shipbuilding", we also need to strengthen the digital infrastructure in global communication, and promote mainstream short video platforms such as Tik Tok and Kwai to show greater influence and development potential in the international scope.

Therefore, in the current trend of mobile, visual and interesting social platforms, to tell Anhui stories well, we should adopt more vivid and appealing communication methods such as new media audio and short video on the basis of creating content popular with the audience, and adopt narrative communication techniques that are more in line with the characteristics of The Times from the perspective of ordinary people. Let more audiences at home and abroad participate in telling Anhui stories well. With an open and inclusive attitude and high cultural confidence, Anhui stories, as the essence of Chinese culture, can be better integrated into the world culture.

### 5. Conclusion

In the era of mobile Internet, short videos play an important role in regional publicity. Anhui province should actively grasp the focus of short video, closely around the story who

tells the story, what the story tells, how to tell the story to tell Anhui stories, spread the Voice of Anhui, promote the improvement of Anhui culture soft power.

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Research on the innovative path of "telling Anhui story well" in the era of mobile short video.

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