

# Strategy Research on "Telling Anhui Stories Well" in the Era of Mobile Short Video

Jiaqi Hu, Yutong Liu

Anhui University of Finance and Economics, Bengbu, China

**Abstract:** With the development of new media technology, mobile short video has become a new window to show the image of Anhui, which is of great significance to "tell Anhui stories well". Short video has unique narrative and communication characteristics, the author from the subject matter, perspective, emotion, "people" four aspects, improve the narrative effect of "tell Anhui story"; At the same time, attention is paid to communication skills, from the integration of resources, correct drainage, two-way interaction, matrix power four aspects to give full play to the short video communication influence, spread the Voice of Anhui.

**Keywords:** Tell Anhui story, Short video, Narrative strategy, Communication strategy.

## 1. Introduction

"Telling Anhui stories well" is an important part of improving cultural soft power and enhancing cultural confidence. The secretary of Anhui Provincial Party Committee pointed out in the meeting of Anhui Provincial Publicity ministers that we should focus on building an innovative and culturally strong province highlighting the charm of Anhui, Anhui and the characteristics of The Times. With the popularization of mobile terminals and the arrival of a new round of audiovisual revolution, short video as a new content transmission carrier has shown a rapid development trend in recent years, and mobile short video culture has gradually risen as a new form of popular culture. How to use the short video platform to tell the story of Anhui is an important task facing the work of building a strong culture province.

## 2. Research on the Basic Theory of Short Video "Telling Anhui Stories Well"

### 2.1. Short video Communication in the new Media era

Driven by social economy and science and technology, the new media era has arrived. New media is based on the Internet technology and information technology, and the formation of more in line with the new situation of mass communication environment media form. Its timeliness, interactivity, sharing and flow characteristics promote the transformation of media communication forms. With the continuous progress of mobile Internet terminals, it can use the network to transmit timeliness and high quality information to the public using smart phones, computers and other network terminals, thus building a new digital media environment, which impacts the communication form of Chinese traditional media and makes short video communication emerge at the historic moment.

### 2.2. The profound connotation of Anhui stories

"Narrative is the universe". A powerful story is better than a dozen hard and obscure truths. Anhui story, as an important part of China story, is of great importance to spreading the

image of Anhui city and improving the soft power of Anhui culture.

Since entering the new era, Anhui has shown itself in front of everyone with its vigorous development. To tell Anhui stories well, we should not only present the basic situation, economic, political and cultural development level and social outlook of Anhui, but also reproduce the style of China while telling Anhui stories well. This requires storytellers to first clarify what kind of Anhui stories they want to tell. This exposition is of great enlightening value to the understanding of Anhui story. Anhui stories should contain at least the following contents:

#### 2.2.1. Anhui historical stories

Anhui is an important birthplace of Chinese civilization and one of the earliest areas of activity and development. The relics of Herringbone Cave and Longtan Cave show that ancestors lived and multiplied on the land of Anhui in ancient times. In the Neolithic Age, Anhui was an area under the influence of the famous Yangshao, Longshan, Qinglian Gang and signet glaze pottery cultures. During the slave society, Xia Yu in Chinese history was closely associated with Anhui. According to legend, the place where Da Yu failed to enter his home for three times was Tushan, Bengbu City, Anhui Province. Later, in the feudal period, "walking for thousands of years is not as good as the two sides of the Huai River" is the best summary of the rich civilization history of the Huai River basin.

#### 2.2.2. Modern and Contemporary stories of Anhui

During the agrarian revolution, Dabie Mountain area was the central area of Hubei, Henan and Anhui revolutionary bases. During the Anti-Japanese War, the "Southern Anhui Incident" shocked both at home and abroad. During the War of Liberation, Anhui was the main battlefield of the Huai Hai Campaign and the Crossing River Campaign. In modern times, the farmers of Xiaogang Village of Fengyang took the lead in implementing the household contract responsibility system created by "big contract", which opened the prelude of China's reform and opening up and became the first village in China's rural reform.

#### 2.2.3. Unique elements and traditional culture of Anhui

Anhui people have created a long and splendid history and culture. Anhui culture has a long history, consisting of

Huizhou culture, Huaihe culture, Wanjiang culture and Luzhou culture. Huizhou culture is rich in connotation, including Xin'an Neo-Confucianism, Xin'an medicine, Xin'an School of painting, Huizhou print, Huizhou architecture, Huizhou Four carvings, Hui cuisine, Hui merchants, Hui Opera, Jian'an Literature, Tongcheng School of Literature, four treasures of the study, Wuhu iron painting, Jie Shou painted pottery, Lingbi ornamental stone, Huang Mei Opera, Hua-Gu-deng and so on

#### **2.2.4. Anhui sightseeing culture**

It includes rich natural and geographical resources, such as Huangshan Mountain, Tianzhu Mountain, Jiuhua Mountain, Langya Mountain, Chaohu Lake, etc.; It also includes historical and cultural landscapes, such as Xidi Hong Village and Sanhe Ancient Town.

### **3. Strategy Research of Short Video "Telling Anhui Stories Well"**

#### **3.1. Narrative strategy of short video "Telling Anhui Stories Well"**

"Tell the story of Anhui Well" must solve the problem of telling. Empty words mean telling, but true feelings mean telling. Chen Yan cliché is to speak, concise and comprehensive is also to speak. The answer to who wins or loses is obvious. The author believes that efforts should be made from the following aspects to tell the story of Anhui well.

##### **3.1.1. Subject matter**

"Tell Anhui stories well" should have fascinating subject matter, otherwise the superb narrative techniques will become water without a source, a tree without roots. Anhui is never short of stories, but it lacks eyes that are good at discovering them. The traditional themes of "telling Anhui stories well" have certain limitations, mostly focusing on economic construction, political power, urban planning, news events and so on. Such themes do play a role in showing the achievements of Anhui's development, but for telling the stories of Anhui well, they just miss the part that needs to be shown most -- the underlying landscape. The author believes that the greatest characteristics of Anhui should not be found in figures or official reports, but should be shown in the most real life of ordinary people, in the excellent social environment, in the praise of the spirit of The Times and human features, and in the natural continuation of traditional culture in modern times. Coinciding with the Internet era, after the integration of language, text, pictures and audio, short videos focus people's attention resources and attract more people to make use of short videos for creation, which is an excellent opportunity to enrich the theme of "Tell Anhui stories well". The stories of more and more provinces are presented from the perspective of ordinary people through short video platforms, which gets rid of the previous macro and lofty official themes and narrates the distance with ordinary people. For example, Tiktok's popular entry # Guizhou Beautiful Recommendation officer has been played 15.42 billion times by August 25, 2022. The scenery of the man and the fireworks are shown every day in Guizhou. Whether it is urban prosperity, or small town life; Whether it is Guizhou cuisine or landscape scenery, these beauties of Guizhou are waiting for every ordinary people who love this land to tell them. Since the publication of the entry, creators have flocked to Guizhou's local food, tourism, life records,

agriculture, rural areas and other categories, using the lens to record the beauty of Guizhou can not live up to, but also broaden the subject field. The stones of the mountains can attack jade, and Anhui can learn from the development model of Guizhou and make corresponding innovations in combination with its own characteristics. Anhui has unique advantages of development: the best to pure local human, beautiful rural construction of new achievements, high-tech level of science and technology, with three laurel "the world's first strange mountain" Huangshan, one of the eight cuisines of Hui cuisine, four seats tea culture is located in China's ten famous tea, two seats opera is located in five kinds of opera... Or touching, or unique, or open up the mind, the creator can explore and show the charm and charm of the great beauty of Anhui from a variety of vivid angles.

##### **3.1.2. Perspective**

In the past, the external presentation of Anhui image mostly relied on official documentaries or micro films, which showed Anhui style to people from an all-knowing perspective. The content also stayed in the superficial narrative stage and scenery display, lacking narrative novelty. This form is more in line with the traditional TV narrative law, slightly out of date in the new media communication environment. To tell Anhui stories well, we must change the narrative perspective, abandon the old propaganda discourse system and methods such as propaganda and preaching, and use the way that audiences at home and abroad enjoy to form positive interaction and generate more emotional resonance.[1] In 2020, Ding Zhen quickly emerged from the circle with short videos, bringing her hometown Litang County, Garze Tibetan Autonomous Prefecture, Sichuan Province, into the public eye and setting off a wave of Litang tourism boom, which is the embodiment of creative thinking on the Internet. Regional publicity does not have to be carried out from the official perspective of omniscience, but also can be conveyed from the perspective of ordinary users. Everyone is in the era of we-media, UGC mode, everyone can show their hometown in the platform, and lead the first perspective to appreciate the style of Anhui. In this way, there is a large and sustainable content base for telling Anhui stories well.

##### **3.1.3. Emotion**

The duration of short videos is generally controlled within 15 seconds to 5 minutes, with the characteristics of short, smart and interesting, entertaining, but special attention should be paid to the first 3 seconds of content should be full of attractive, support users have enough interest to watch, otherwise it will fall victim to the era of fragmented reading. This requires telling the story of Anhui in the short video production to seize the instant explosive point, seize a particular plot contained tears, pain, laughter, emotional resonance, pull into the distance between the audience and the video, let the audience feel the Anhui story told by the video is really related to their own.[2] In 2021, the anti-epidemic micro video of "So Many People in Zhejiang World" became popular on the Internet. It narrated social and emotional hot spots in the most peaceful and natural way from the "eye level" perspective of news reports, so as to achieve the unity of the media and the masses' perspective and context, forming the same frequency resonance. Thus, we can see the importance of civilian mentality and natural empathy for short narrative videos. To create high-quality products that tell Anhui stories well, we should grasp ordinary and ordinary things. The more real the story is, the more touching it will

be. Ordinary people's plain and simple language, sincere and resilient behavior, the most simple, but also the most touching, is really able to touch people's hearts, human emotions.

#### **3.1.4. "Human Design"**

American brand management pioneer Kelvin Lane Keller says this when referring to urban brands. "Like products and people, location can be branded." At this point, for a place, the meaning of brand is to let people know and understand this place, and have some good associations with it. In the era of traditional media, Anhui chose the guest greeting pine as its TV station logo, which means strong, peaceful, enthusiastic and inclusive. Anhui has shown its advantage in building a city brand with the help of the pine, but this advantage has not been shown in the Internet era. In the era of Internet short video, this expression is also called "people set". Taking Douyin platform as an example, "Welcome everyone to Changsha" BGM is frequently used in the list every year during the tourism season. Behind BGM, Changsha's new "people set" is displayed: enthusiasm, openness, vitality and youth, which have become vivid notes of Changsha's urban leisure business card. From this point of view, the brand positioning of Anhui needs to be condensed, and the prominent representative symbols in the short video narration also need to be explored.

### **3.2. Short video "Tell Anhui story well" communication strategy**

Short video has unique communication rules and elements. It is of great significance to correctly grasp the communication rules of short video and clarify the communication elements of short video for "telling Anhui stories well".

#### **3.2.1. Integrate resources**

In the era of short video, the main body of the communication of "Tell Anhui stories well" is not only the official mainstream media, but also ordinary users. Ordinary users' influence in communication is gradually expanding, which weakens the official influence in communication to a certain extent, and more people learn about a region through ordinary users. In this case, the mainstream media has been struggling in terms of seeking the attention of the audience. However, according to the motivation theory, as long as the goal of "telling Anhui stories well" is finally achieved, it does not matter which side the communication subject prefers. Therefore, although the influence of mainstream media is more limited than in previous times, it can also promote "telling Anhui stories well" as long as it gives full play to its professional and organizational advantages and becomes an integrator of content with its abundant capital and knowledge reserve. For ordinary users, they can play their own advantages and create rich content by participating in various theme activities, exhibition and broadcasting activities, and establish the characteristic UGC, PGC communication matrix. Now, Anhui traditional mainstream media has begun to step on the integration of resources process, trying to build UGC, PGC content production mechanism to strengthen Anhui brand shaping, but the strength needs to be strengthened, also need to increase the mainstream media organization efforts, the formation of a powerful communication matrix.

#### **3.2.2. Correct drainage**

Internet drainage, the core of drainage is "people", the purpose of drainage is to let users to pay attention to you. If

traditional mainstream media want to win attention in the era of short video, they should not only rely on the audience in their own region, but also be good at attracting users from other regions. Therefore, in order to form a certain influence, traditional media should be successful in the circle. Sichuan Watch, a short video account owned by Sichuan Radio and Television Station, was officially launched in 2017. It is a successful case of traditional media accelerating the development of media integration with the help of short videos. By September 21, 2022, it has amassed 46.891 million followers and received 3.38 billion likes. [3] It focuses on current affairs and provides news and information for Douyin users from people's livelihood, entertainment, sports, international and other aspects, and actively carries out differentiation transformation to establish a full network vision. The short videos released cover hot spots in the country and even the world, and are not confined to the local Sichuan, so as to succeed in the circle. [1] However, in the comment section of Sichuan Watch, it is common to see a message of "Sichuan Watch, everywhere but not Sichuan", which also reveals the dilemma of traditional media in the era of short video. They spread too much and report other regions in order to expand their fan base, which leads to the relaxation of local areas. This also provides some reference suggestions for the drainage of Anhui mainstream media, which should not only use rich information drainage, but also cannot relax the report of news consultation, so as to maintain a certain number of Anhui stories output.

#### **3.2.3. Two-way interaction**

In the era of short video, the communication subject and object are mutual respect and mutual influence, replacing the previous relationship of "the communication subject is high and the communication object is hungry to feed". With the development of the Internet, short video presents a better interactive, therefore, "tell the story of Anhui" to give full play to this advantage. On the one hand, communication subjects should give full play to 5G and VR technology, so that users can feel immersive when they contact Anhui stories. On the other hand, it can rely on the Internet technology to support interactive video playback in the short video platform, that is, users can participate in the interaction while watching the video, and independently decide the direction of the video content. [4] This kind of interaction is conducive to improving the user's interactive experience, enhancing the user's activity and stickiness, and promoting Anhui Story to the way common users like to "tell".

#### **3.2.4. Matrix power**

Different from the age of traditional media, the communication mode in the era of mobile short video is gradually increasing. Content producers can release their created content to different short video platforms, and build a multi-platform matrix to generate power, so as to maximize the impact of the transmitted content. [5] For "Tell Anhui Stories Well", diversified communication methods by a variety of media platforms will make the whole communication process easier. This is because "telling Anhui stories well" is not a goal that can be achieved overnight, nor is it something that can be accomplished by a single person. It is a process that needs to be extended and accumulated over time. And multiple platforms cooperate with each other to form a three-dimensional communication matrix, which can maximize the expansion of communication channels and coverage.

## 4. Conclusion

In the era of Internet and new media, mobile short video has become a new window to show the image of Anhui, which is of great significance to "tell Anhui stories well" and spread the Voice of Anhui. Anhui should seize this opportunity as soon as possible to establish the brand of Anhui stories on the Internet. In the aspect of narrative and communication, it should fully grasp the law of short video communication, and tell and spread the stories in Anhui well, which is of great significance for improving the soft power of Anhui culture, shaping a good image of Anhui, and even making the world know more about China.

## Acknowledgment

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

## References

- [1] Guo Qiang: Telling Chinese Stories Well -- Practice and Exploration of Anhui International Channel, News World, (2017)No.04,p.16-18.
- [2] Liu Jun: Instant Breaking Point: The Dramatic Expression of Short Video and Its Communication Mechanism, Learning and Exploration, (2020)No.03,p.130-136.
- [3] Li Siqu: Innovation Research on Sichuan Observation, A Media Product of Sichuan Radio and Television Station, Western Radio and Television, (2019)No.21,p.11-13.
- [4] Zhang Xiaoqing, Zu Guijia, Wang Nan, Fu Wen, Sun Xihan: Research on Communication Strategy of Short Video of Meteorological Science Popularization from the Perspective of Science Communication, News Research Guide, Vol. 13 (2022)No.15,p.116-118.
- [5] Wu Ting: Analysis on Content Production and Communication Strategy of Short Video for Science Popularization -- A Case Study of "Painting Slag Flower Xiaocautery" in Station B, News Research Guide, Vol. 13 (2022)No.16,p.84-86.