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# The Innovative Path of Short Video Production for Facilitating the International Communication of Chinese Excellent Traditional Culture: A Tripartite Framework Analysis

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**Abstract:** The excellent traditional Chinese culture is a profound and multifaceted domain that boasts an extensive and vibrant historical trajectory. This heritage is endowed with a unique appeal and holds an inexorable fascination for individuals worldwide. As such, the advancement of the "going out" policy in China to reinforce the dissemination of its traditional culture has become one of the paramount strategic pursuits of the country. The emergent technique of short video production presents a new and innovative modality to transform and amalgamate traditional culture into a compelling visual and auditory language, thereby presenting this rich legacy on the short video platform to resonate with audiences overseas. Yet, despite these promising prospects, the international communication of the excellent traditional Chinese culture faces several limitations and imperfections. To address these shortcomings, this paper undertakes a rigorous exploration of the innovative path of short video production, scrutinizing its potential to bolster the dissemination of Chinese traditional culture on a global scale. To this end, this study adopts a tripartite framework, scrutinizing the communication subject, content, and channel of short video production in order to provide a comprehensive and nuanced analysis of the challenges and opportunities that lie ahead. Drawing on theoretical perspectives, empirical evidence, and practical insights, this paper offers novel and instructive guidelines and recommendations to facilitate the international communication of excellent Chinese traditional culture. Ultimately, this research aims to advance the understanding of the potential of short video production in transcending cultural boundaries and promoting the intercultural dialogue that lies at the core of global communication.

**Keywords:** Short video; Chinese traditional culture; Foreign communication.

## 1. Introduction

The excellent traditional Chinese culture boasts a long and profound heritage. As underscored by General Secretary Xi, the innovative transformation and development of Chinese traditional culture must be promoted to construct a robust discourse and narrative system for China. As a country with rich and enduring cultural resources, China's culture has a powerful attraction and a unique charm. With the advancement of science and technology and the unearthing of excellent cultural resources, China is progressively emerging as a media powerhouse. Nevertheless, the road to the dissemination of excellent Chinese traditional culture on a global scale continues to face challenges due to cross-cultural communication constraints. The emergence of short video production represents a novel and transformative mode of communication distinct from TV and traditional internet videos. With their capacity to rapidly shoot, edit, publish, and consume on mobile devices, short videos align well with contemporary audiences' fragmented consumption patterns, which prefer short, quick, and audio-visual content. The exponential growth of 5G communication technology, the expansion of mobile network transmission bandwidth, and the reduction of traffic tariffs have further facilitated the production and distribution of short videos on new media platforms, which are swiftly becoming the mainstream media form in contemporary society. Self-media and short videos have become the primary channels through which overseas audiences obtain information [1]. The inheritance of traditional culture cannot be achieved without mass media, but rather requires transformation into modern communication forms through new media technologies and platforms to unleash the vitality of traditional cultural resources, extend their influence, and enhance their appeal [2]. This paper analyzes the innovative use of short videos to facilitate the global dissemination of excellent Chinese traditional culture from four critical perspectives: communication subject, communication content, communication channel, and communication audience. Drawing on theoretical perspectives, empirical evidence, and practical insights, this research provides guidance and recommendations to enhance the international communication of China's excellent traditional culture. Ultimately, this study aims to contribute to the revitalization and propagation of traditional culture in the contemporary world [3].

## 2. Innovative Paths for the International Communication of Chinese Traditional Culture through Short Videos

The foreign communication of China's excellent traditional culture has been relying on official and corporate

communication as its mainstay, which, although serious and macro, lacks the flexibility and vividness required to create a significant impact on overseas audiences. To address this issue, the development of short videos has been a game changer in terms of extending the media and fully mobilizing people's senses within a short span of time. By creating a more vivid and interesting scene, the impact of short videos on external communication has been profound, with many online video creators adopting the method of "cultural soft export" to easily and vividly portray the beautiful scenes of excellent Chinese traditional culture. As the narrative power of short videos increasingly comes from the people, the state should take note and support these communication activities in order to enhance the closeness and trust of overseas audiences towards the Chinese traditional culture. This can be achieved through multi-angle descriptions of multiple subjects that promote mutual exchange and cooperation. With the use of short videos to depict the cultural concept of "people-oriented" in a relaxed and vivid way [4], the result is that these videos are loved by overseas audiences and inadvertently achieve the purpose of foreign communication. It is important to recognize that the success of short videos in promoting excellent Chinese traditional culture to a global audience is due to their unique characteristics that fit well with the fragmented time and video consumption habits of today's audiences. Furthermore, with the rapid development of 5G communication technology, mobile network transmission bandwidth enhancement, and traffic tariff reduction, the transmission of short videos has been lifted, and they are now rapidly developing into a mainstream media form. As such, this paper proposes that the state should focus on supporting the communication activities of folk narratives, which offer a more flexible, vivid, and interesting way of presenting Chinese traditional culture. This can be done through the use of short videos to portray the cultural concept of "people-oriented" in a relaxed and vivid manner and promote mutual exchanges and cooperation. By providing guidance and suggestions for the international communication of China's excellent traditional culture, this paper seeks to contribute to the preservation and dissemination of this rich and profound cultural heritage [5].

## 3. Integrating the Spiritual Core of Chinese Traditional Culture into Short Video Creation for Overseas Communication

In the global dissemination of outstanding Chinese culture, it is imperative to integrate cultural elements from both China and foreign countries to discover cultural products that can effectively carry the universal human experience and showcase the essence of Chinese culture through emotional and aesthetic intersection and resonance. As McLuhan famously posited, the medium is an extension of man, and short videos are capable of quickly mobilizing people's sensory systems and immersing them in diverse environments that can be created through these videos. Therefore, in this era of information overload, it is necessary to delve deep into the spiritual core of Chinese traditional culture and integrate it into the theme and visual design elements of short video creation to produce vivid image content and to convey the fundamental concept of "people-oriented" [6], which can enable overseas viewers to enter into the mimetic situation and share emotional resonances. Effective foreign communication often relies on emotional appeal, which has a greater impact than appeals to reason [7]. One prominent example of a successful short video creator who has achieved a high level of global recognition is Li Ziqi, whose short videos have garnered more than ten million fans on the video platform YouTube [8]. Li Ziqi's videos demonstrate a deep understanding of the human experience and showcase the richness of Chinese culture. Her visual elements are carefully chosen to feature ancient Chinese scenes, and the resulting aesthetic beauty and simplicity have a strong impact that touches the softest part of the viewer's heart. Through the use of such visual elements, Li Ziqi has successfully captured the essence of Chinese culture and created an emotional resonance among her global viewers [9]. In conclusion, the integration of cultural elements from both China and foreign countries in short video creation is crucial in showcasing the spiritual core of excellent Chinese traditional culture. Through the creation of short videos with vivid image content and the core concepts of "people-oriented" and the strategic use of visual design elements, it is possible to produce emotional resonances that transcend language barriers and help to showcase the universal human experience [10].

## 4. Overseas Short Video Platforms as Alternative Path for Chinese Traditional Culture Spreading and the Importance of "Othering" Perspective

The dissemination of traditional Chinese culture to foreign countries through domestic short video platforms has been successful. However, the internationalization of Chinese short video platforms overseas is still in its infancy, and it has limited coverage and market share. Additionally, the localization and interactivity of the platforms are insufficient. As such, it is necessary to explore other alternatives to promote Chinese traditional culture on the international market. In order to reach a wider audience and achieve a more significant impact, it is essential to leverage overseas short video platforms that have substantial traffic and appeal. This approach can broaden the foreign communication channels of traditional Chinese culture and increase its exposure to audiences abroad. By capitalizing on overseas short video platforms, the dissemination of traditional Chinese culture can be more localized and tailored to the target audience. Moreover, to overcome the problem of "self-talk" in foreign communication, it is imperative to use the perspective of "the other." This can be achieved by supporting foreign netizens to upload their experiences of Chinese culture in the form of short videos on both domestic and international platforms. These foreign netizens can serve as spokespersons and effectively convey the essence of Chinese culture to overseas audiences in a language and mode of thinking that they can comprehend. As short videos become increasingly popular, more foreign netizens are coming to China to study and live, providing them with a first-hand experience of Chinese culture. These citizens can serve as important ambassadors and help to create more objective and convincing content [11]. Through their perspective, overseas audiences can gain a deeper understanding and appreciation of traditional Chinese culture. In summary, the development of overseas short video platforms is crucial in promoting Chinese traditional culture to the international market. By leveraging the perspectives of foreign netizens and using localized content and modes of

communication, traditional Chinese culture can be better communicated and appreciated by audiences worldwide [12].

# 5. Conclusion

The promotion of excellent traditional Chinese culture through short video platforms has become an effective and popular approach in recent years. However, in order to enhance the appeal and influence of Chinese culture globally, it is essential to enrich the content of communication, drawing upon the power of folk narrative communication. This can be achieved by creating vivid content that reflects the spiritual core of Chinese traditional culture. In addition, it is important to focus on the diversification of the dissemination channels and to expand the coverage of overseas short video platforms. This can be accomplished through creative transformation and innovative development, which will enable us to tell the Chinese story in a compelling manner and help China's excellent traditional culture "go out" into the world [13]. Furthermore, it is crucial to recognize the importance of incorporating the perspectives of "the other" in the dissemination of Chinese traditional culture. By engaging with foreign netizens and allowing them to share their experiences of China through short videos on both domestic and international platforms, we can broaden the appeal of Chinese culture to overseas audiences and deepen their understanding and appreciation of its unique and profound essence. Moreover, the use of local cultural elements and the integration of cultural products that carry the common experiences of human beings can further enhance the appeal and relevance of Chinese traditional culture to global audiences [14. In conclusion, the innovative path of short video platforms in promoting the global dissemination of excellent traditional Chinese culture requires a multifaceted approach, including the use of rich and engaging content, the incorporation of diverse perspectives, and the expansion of dissemination channels. By taking these measures, we can effectively leverage the power of short video platforms to share the beauty and wisdom of Chinese traditional culture with the world and promote cultural exchange and mutual understanding between nations [15].

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