Success Factors of Cultural Output Short Videos

Take the YouTube Video of Dianxi Xiaoge as an Example

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Abstract. In the Internet era, the form of short videos is more helpful for overseas audiences to understand Chinese culture. This paper mainly adopts the text analysis method and case study method to study the success factors of short videos of cultural output, and selects the YouTube blogger Dianxi Xiaoge for analysis. It can be seen that the attraction of short videos of cultural output lies in the art of defamiliarization techniques and emotional resonance with the audience.

Keywords: cultural output short videos · Dianxi Xiaoge · China's image · YouTube

1 Introduction

Video is more intuitive and appealing than text, pictures and other forms of communication. In the Internet age, users are more inclined to watch video content. The video presentation method can reduce the cultural discount of information in the process of encoding and decoding, and it is easier to be understood and accepted by overseas audiences [1]. Therefore, in the future, the form of video communication will become the main way of cross-cultural communication and the establishment of national image. In the Internet era, social media platforms have low barriers to use, and all users can show their lives through the Internet. A large number of Chinese users use these platforms to spread Chinese traditional culture overseas by combining short videos with content, so that overseas users can come into contact with Chinese culture and actively learn related content. Short video has gradually become a new way for foreign users to contact Chinese traditional culture, and it has gradually become a new way for my country to build its national image [2].

As a UCG video sharing website with a huge number of users around the world, YouTube plays an important role in building and spreading public opinion. Along with Facebook and Twitter, YouTube is also known as one of the most important social network media in the world. According to Statista statistics, in 2021, the user base of YouTube in the world will be about 2.24003 billion [3]. By 2025, global YouTube users are expected to reach 2,854.14 million. In the context of my country's vigorous advocacy of "telling Chinese stories well and spreading Chinese voices", it is very effective to use social media to spread Chinese culture to foreign countries and build a positive image of China. Therefore, it is of great significance to select YouTube, which has an important influence on a global scale, as a model and example to analyze my country's cultural output in the new context of the Internet age [4].

2   YouTube "Dianxi Xiaoge" Video Overview

To a certain extent, the playback volume of a video is positively related to the attention of the video, which reflects the attention of the video in a fixed period of time. The higher the playback volume of the video, it proves that the video has attracted the attention of many audiences within a unit time period, the spread is wider, and the spread is better [5].

The YouTube account of "Dianxi Xiaoge" uploaded the first video on September 1, 2018. As of May 6, 2022, the account had a total of 8.76 million subscribers, and a total of 268 videos were uploaded. 267 videos were analyzed. There are 165 videos with less than 10 million views, accounting for 61.8%, and 84 videos with views between 10 million and 20 million, accounting for 31.46%. The playback volume is between 20 million and 30 million. There are 13 videos with 30 million views, accounting for 4.74%. There are 5 videos with more than 30 million views, accounting for 1.87% (Fig. 1).

In order to better explore the dissemination effect of the video, this article cites the concept of "explosiveness" for analysis. Explosiveness = current pageviews - the number of existing followers. Using this algorithm, we can explore how many other than followers there are. The audience has watched the video, and whether the video is attractive to other audiences than the target audience. When the video popularity is greater than zero, it means that the video has attracted audiences other than followers, and the communication effect exceeds expectations. Among the 267 videos that have been released, there are a total of 120 videos with an explosion degree greater than zero, accounting for 44.94%, and a total of 147 videos with an explosion degree less than zero, accounting for 55.05%.

The cumulative views of YouTube's "Dianxi Xiaoge" videos show a normal distribution. Except for some videos with too low or too high views, most of the video views are in the range of 200w–2000w, with 361.23 million daily active users. is a fairly successful video account on YouTube [6]. Nearly half of the videos that have been released have an explosion degree greater than zero, attracting a lot of audiences who did not pay attention to her, and getting a good communication effect.
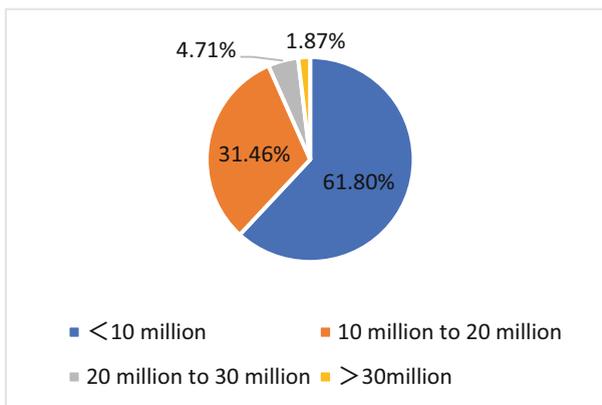

Fig. 1.   YouTube Video Views Distribution of Dianxi Xiaoge

3   Content Elements of the Short Video of "Dianxi Xiaoge"

3.1   Daily Symbols to Forge Emotional Resonance

Research on the top ten videos of the video account of "Dianxi Xiaoge". Ten comments were extracted from these ten videos, and the extracted 100 comments were summarized and drawn into the Fig. 2.

According to Fig. 2, the overall evaluation is relatively positive. The top ones are "love", "family" and "cook". It can be seen that the video of the Dianxi Xiaoge is full of family, warmth and friendship. There are many long comments in the collected comments. They tell their stories in the comments and form a good two-way communication with bloggers.

Dianxi Xiaoge uses her real life as the entry point through the language of the lens to show the local customs and warmth of the family in Yunnan. The beautiful audio-visual pictures provide users with unlimited imagination space. These most daily symbols are generated with the audience. The basis of connection, people share their stories through daily fragments, communicate with people in different circles, and generate emotional resonance. The videos of "Dianxi Xiaoge" usually have a complete story line, starting from preparing the ingredients and ending with everyone tasting the food together. During preparation, she usually goes to the mountain forest to pick ingredients or borrows some accessories or tools from the neighbor's house. The footage of her picking vegetables and fruits in person shows a corner of nature from subtleties, making people feel like they are in a quiet wilderness. During the production process, her grandmother, brother and other family members will also appear on the camera to help make food together, reflecting the warmth of the family. The video usually ends with everyone eating together, ending a busy day. The heavy night is illuminated by a touch of warm light. A large group of people sit around a small table while eating and chatting. Such videos with a firework atmosphere are the most inspiring. people's feelings. "Dianxi Xiaoge" is not showing a secluded life that is beyond ordinary people, nor is it a fast-food life that has been smoothed out by modern society. What she shows is the life style people most desire in their hearts. Be with your family. To a certain extent, her video has given a concrete definition of "home", through which the video conveys love and warmth.

As a common element between different cultures, food symbols contain special and representative values and connect different cultures. These symbols contain special memories left by the audience in a certain place and touch the emotions of the audience

Fig. 2. WordCloud

[7]. The stories behind the food symbols reveal the living situations of people in different regions, pierce the barriers of time and space, shorten the psychological distance between the audiences, and form emotional bonds. Emotional factors can arouse the audience's sense of participation and attention to the content of the video. There are often comments from netizens below the video, which are unique to them because of the food displayed. These similar emotions connect overseas audiences and enhance the perception and recognition of overseas audiences. Awareness has become a bridge of cross-cultural communication.

3.2 Defamiliarization Provides Freshness

Shklovsky put forward the concept of defamiliarization in "Art as Technique", which means that "the reason why art exists is to restore people's sense of life, and to make people feel things. The purpose of art is to People feel things, not just know them" [8]. He believes that literary and artistic creation cannot be completely used as a mapping of specific objects, but to reinterpret and process objects. Defamiliarization is one of the processing methods of works of art, which is a process of interpreting a familiar object from other perspectives, making it different from usual, so that the audience can get a fresh feeling in the process of appreciation.

People feel familiar with familiar things, but too familiar things lose their appeal. The little brother in western Yunnan has cleverly grasped the balance point and used the method of "defamiliarization" to express the charm of self-sufficient farming life. The content she shows in the video is very unfamiliar to audiences who are not familiar with Yunnan. As far as the subject of the video is concerned, she chose ingredients with very local characteristics, such as goat milk fruit, sour papaya, roselle, etc. The subject selection of the video is different, and related videos about these ingredients that are rare in other areas are available on the Internet It is even rarer. The personalized topic selection can make overseas netizens feel fresh and attract many audiences. In the video of the Dianxi Xiaoge, the use of language symbols is compressed to the extreme, and the sound is used throughout the whole process, and the occasional annotation and communication are all presented in the form of Chinese subtitles. Although this presentation method does not conform to the audio-visual habits of overseas audiences, this unfamiliar presentation method is very much in line with Western audiences' fantasy of the mysterious ancient eastern country.

4   Enlightenment of Cross-Cultural Communication Video

4.1 Emotional Factors Help Spread

Today's society is overloaded with information and people's lives are under great pressure. Watching simple and idealized short videos can bring people a moment of tranquility, and the warm family life in the video can bring people warmth. The construction of the "human touch" scene in the video of Dianxi Xiaoge shows the warmth of the family. The interaction with the family can touch the hearts of the audience. The neighbors and family members who are on a blind date show a different kind of China, which is real,

vivid and warm. And there is strength, warmth and serenity both have the power to heal the soul.

As China's status in the world becomes more and more important, it is very necessary to establish a positive Chinese image and export high-quality Chinese culture. The content output during the dissemination process of official external propaganda is a little blunt and vague, which belongs to "hard dissemination". Although official propaganda is more formal, propaganda that is too purposeful is often not easily accepted by the audience. The content that is close to life, easy to understand, and enables audiences with different cultural backgrounds to resonate with the main body of the story is more easily accepted by the audience during communication [9]. Compared with rational narration, sincere emotional expression is more deeply rooted in the hearts of the people and has persuasive power. In order to obtain a good communication effect, the audience must be mobilized to spread the propaganda content spontaneously. Content that is closely related to the audience's life and can meet their emotional needs can be recognized by the audience and promote the audience to actively spread it to others [10].

4.2   Unfamiliar Images Drive Cultural Output

The defamiliarization theory brings people to experience life from another perspective, breaks the stereotypes shaped by empiricism, and enables people to broaden their horizons and obtain new aesthetic experiences [11]. Through the processing and processing of the dissemination content, the form of expression becomes novel and unique, and the attractiveness of the dissemination content is improved. The creative processing not only makes the form of expression more attractive, but also breaks the stereotype in the audience's mind, conveys the emotions of the communicator, and makes the original plain things appear in front of the audience with a new look, making the audience's eyes shine [12].

Bringing unfamiliar Chinese images to overseas audiences has stimulated Western audiences' interest and curiosity in Chinese culture. The image of life-like China is unfamiliar to foreign audiences, and the strangeness that can arouse curiosity can transform cultural output from passive acceptance to active exploration. This artistic technique is a new entry point, presenting a variety of Chinese images to the West.

5   Conclusion

On international video sharing platforms, in order to achieve good communication effects, short videos with Chinese characteristics need to provide content that can bring freshness to the audience, touch the hearts of the audience, and resonate with them emotionally. Taking the personal perspective as the starting point, using universal symbols to show more down-to-earth and life-like content can more effectively spread the culture with Chinese characteristics and establish a concrete image of China.

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