



Transmission, Identification and Creation: Creative Transformation and Innovative Development of Intangible Cultural Heritage Short Video

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Abstract. This paper analyzes the dissemination and development of intangible cultural heritage short video from three aspects: transmission, identification and creation. From the perspective of 5W communication theory, this paper analyzes the current situation and bottleneck of the dissemination of intangible cultural heritage short video on the Tik Tok platform. From the perspective of intangible cultural heritage cultural symbols, cultural identity and the development of intangible cultural heritage culture, this paper explores the value implication and cultural empathy characteristics of intangible cultural heritage short video dissemination, and explores the practical path of creative transformation and innovative development of intangible cultural heritage short video in view of existing problems.

Keywords: intangible cultural heritage; short video; creative transformation; innovative development.

1 Introduction

Intangible cultural heritage, often abbreviated as ICH, encompasses the cultural expressions and practices that have evolved within the daily lives of communities. These manifestations are transmitted orally or through performance arts, rituals, social practices, traditional craftsmanship, and other forms of knowledge and skills. As an integral component of China's esteemed traditional culture, intangible cultural heritage embodies the profound historical and cultural essence of the Chinese nation. It serves not only as a spiritual symbol but also as a bridge connecting past traditions with future generations.

UNESCO's Intangible Cultural Heritage List highlights China's extensive representation in this field with 43 projects currently listed—placing it at the forefront globally. Publicly available information from China's State Council and Ministry of Culture and Tourism indicates that there are a total of 3,610 national representative projects as of June 30th, 2021. These encompass diverse domains such as traditional craftsmanship, performing arts including dance forms, visual arts traditions, medicinal practices among others; collectively showcasing the depth and richness of Chinese culture.

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However, traditional ICH faces challenges in modern times due to societal changes and advancements in industrial technologies. Many traditional practices are being replaced by more efficient modern crafts that better meet contemporary needs, resulting in a disconnect between ICH and daily life. Moreover, younger generations in modern society often lack exposure to ICH, leading to limited understanding and emotional connection. There's also a tendency to focus on the superficial aspects of ICH while neglecting its dynamic cultural significance and changes over time.

The traditional methods of transmitting ICH are struggling to adapt to the rapid development of contemporary society. In the era of anti-mass communication, social media platforms, particularly short videos, have excelled in spreading ICH. This phenomenon has provided unprecedented opportunities for the inheritance and promotion of ICH. Short videos are characterized by low entry barriers, wide adaptability, large capacity, and strong communicative power, becoming a cultural phenomenon shared and participated in by the entire population.

Overall, while traditional ICH faces challenges from modernization, the integration of short videos and digital platforms presents a promising avenue for its preservation, promotion, and adaptation to contemporary cultural contexts.

2 Communication Characteristics and Current Situation

Short videos have become a cultural phenomenon characterized by low entry barriers, broad adaptability, large carrying capacity, and strong communication power. They are now an integral part of the cultural landscape, enabling widespread production, participation, and sharing among the general public. This has also presented unprecedented opportunities for the inheritance of intangible cultural heritage. According to the 2024 non-material cultural heritage Data Report, there has been a significant increase in the viewership of national non-material cultural heritage content on platforms such as Douyin (TikTok), with a 36% year-on-year growth in video shares related to national-level intangible cultural heritage and a 33% increase in endangered non-material cultural heritage-related videos. In August 2023, Douyin's e-commerce platform launched the "Renewal of non-material cultural heritage" project aimed at supporting industrial belts associated with non-material cultural heritage across various regions nationwide. The plan is to cover over 30 non-material cultural heritage industrial belts within one year while providing support to over 300 inheritors and master craftsmen in traditional arts and crafts. Additionally, it aims to engage more than 8,000 businesses related to non-material cultural heritage industries and drive sales exceeding 30 million items from these industrial belts.

From the perspective of the "five W" elements of communication—Who (communication subjects), In Which Channel (communication channels), To Whom (target audience), Say What (content), With What Effect (communication effect)—short videos exhibit unique characteristics when it comes to communicating about intangible cultural heritage.

2.1 Who: Diversification and Youthfulness of Communication Subjects

The main communicators involved in disseminating non-material cultural heritage short videos include inheritors of intangible culture, professional cultural teams or organizations dedicated to preserving traditional practices or customs, as well as government agencies responsible for promoting culture. Furthermore individuals including professional media personnel or institutions along with entrepreneurial teams contribute significantly towards creating content related to this domain.

2.2 In Which Channel: Expanded Space for Communication Channels

Traditional modes of dissemination primarily involve self-media short video platforms alongside social self-media platforms which possess strong community attributes fostering high levels of interaction among users through community building activities that enhance fan loyalty and topic engagement.

Current design strategies employed by short video platforms predominantly rely on algorithms based on big data recommendations tailored according to user behavior patterns thereby enhancing user stickiness towards content pertaining specifically towards intangible culture.

2.3 To Whom: Non-material Cultural Heritage Short Videos Penetrate Users' Lives

Analysis conducted using "Xindou" data revealed that male viewers accounted for approximately 65.8%, whereas female viewers comprised around 34.2%. Further analysis indicated that certain categories such as technical skills attracted greater interest from male users compared to female users; however gender distinctions were relatively weaker when it came down dance or music-related content where female audiences exhibited similar levels enthusiasm compared their male counterparts.

Nonetheless, intangible culture-themed products like traditional clothing accessories drove consumption rates up significantly amongst females reaching nearly 77.9%. The primary audience demographic was concentrated between ages 31-45 accounting for 37 %of total views indicating post80sandpost90sgenerations constitute major consumers surrounding non-material cultural heritage surrounding non-material cultural heritage that includes jewelry accessories, clothing, and daily house hold items which collectively account for 73.1%.

2.4 Say What: Non-material Cultural Heritage Short Videos Enhance Visibility

Short videos serve as powerful tools increasing visibility regarding intangible non-material cultural heritage due their ability to transcend temporal spatial limitations almost instantaneously transforming the plight endangered such projects facing oblivion overnight. These initiatives have led 1379 million netizens share their experiences Dou yin and purchases group-buying products associated with non-material cultural heritage increased 328%.

2.5 With What Effect: Propagation Effect is Not Obvious

According to relevant scholars, the depth articles (videos) self-media platform can be gauged by their reach (viewership) effectiveness (likes comments). Randomly sampled data from Xindou showed that 10% of non-material cultural related works received over 100,000 likes 400 works while comments shares totalled over 10,000. This indicated positive reception amongst users. However majority works with less than 500 shares comments collections failed to achieve secondary level influence diffusion. The quality shooting techniques visual presentation video contents viewpoints expressed will impact dissemination effects whether video can emotionally resonate with users will affect circulation video.

3 Cultural Symbolism Intertwined Cultural Empathy

3.1 Non-legacy Cultural Symbols Reflect the Social Attributes of Common Members

As a unique cultural symbol, intangible cultural heritage deeply reflects the social attributes of common members. Intangible cultural heritage is the crystallization of the wisdom of the working people in ancient China in their daily lives. It contains the essence of Chinese excellent traditional culture. The symbolic expression of intangible cultural heritage is not only a form of expression of skills or customs, but also a cultural carrier carrying profound historical heritage and national emotions. It shows the spirit of diligence and enterprising of our people, as well as the understanding of beauty and the pursuit of a better life. In the process of inheritance and dissemination of intangible cultural heritage, each intangible cultural heritage project is like a mirror, reflecting the cultural characteristics and social features of different regions, different nationalities and different times. The form of short video not only improves the visibility of intangible cultural heritage, through the use of lens language, the exquisite skills of intangible cultural heritage, the lively activities of intangible cultural heritage, the adherence of intangible cultural heritage inheritors and other scenes can be truly displayed, so that the audience can cross the limitations of time and space and experience the charm of intangible cultural heritage. This immersive feeling not only enhances the audience's cognition and understanding of the intangible cultural heritage culture, but also stimulates their interest and love of the intangible cultural heritage culture. At the same time, the spread of non-legacy short videos has also promoted cultural identity and emotional resonance among members of society. Under the common cultural background, intangible cultural symbols become a link connecting different individuals and different groups, so that people can feel the common ground and sense of belonging between each other while appreciating intangible cultural heritage. This kind of cultural empathy and cultural identity helps to enhance social cohesion and centripetal force, promote social harmony and development, and enhance people's cultural self-confidence.

3.2 Non-legacy Short Video Communication Strengthens the Cultural Identity of Children of All Ethnic Groups

From "cross" to "turn," the practice of harmonious coexistence and re-creation of multiculturalism has broken the limitations of regions and nationalities and promoted the exchange and integration between different cultures. On the short video platform, the intangible cultural heritage culture from different regions can be displayed and shared, so that the children of all ethnic groups can understand and appreciate the unique charm and profound connotation of the intangible cultural heritage culture between the Chinese nation and all ethnic groups. These videos integrate intangible cultural heritage skills, traditional customs, historical stories and other elements, and convey them to the audience through images, so that the audience can feel the charm of intangible cultural heritage.^[1] This intuitive feeling helps to enhance the audience's sense of identity and belonging to the intangible cultural heritage culture, thus stimulating their enthusiasm for protecting and inheriting the intangible cultural heritage culture, enhancing the understanding and understanding of the intangible cultural heritage culture by the children of all ethnic groups, and promoting national unity and social harmony.

The folk narrative based on the life scene realizes empathy. 'To see people, to see things, to see life' has always been regarded as an effective way to protect intangible cultural heritage, and the dissemination and inheritance of intangible cultural heritage should also return to daily life.^[2] By showing the stories and experiences of the inheritors of intangible cultural heritage, the group portraits of Chinese stories are assembled with life-oriented landscapes and a large number of folk narratives. While bringing strong sensory stimulation and emotional infection to users, empathy is stimulated with more real emotions, forming the same frequency resonance of emotions, carrying forward the cultural spirit of the Chinese nation, and allowing the audience to have a good feeling of 'intangible cultural heritage is around us' when watching the video. These inheritors are important representatives and guardians of intangible cultural heritage. Their persistence and dedication have made great contributions to the inheritance and development of intangible cultural heritage. Through the spread of short videos, their stories have been widely disseminated, allowing more people to understand and respect these inheritors and further enhancing cultural identity.

3.3 The Development of "Double Creation" of Intangible Cultural Heritage Highlights the Value of the New Era

As an important part of the excellent traditional culture of the Chinese nation, intangible cultural heritage culture shows its unique value and charm in the context of the new era.^[3] With the rapid development of society and the progress of science and technology, the inheritance and innovation of intangible cultural heritage are facing new challenges and opportunities. In this context, the "mass entrepreneurship and innovation" development of intangible cultural heritage, that is, creative transformation and innovative development, has become an important way to promote the prosperity and development of intangible cultural heritage.

The creative transformation of intangible cultural heritage refers to the innovative transformation and promotion of intangible cultural heritage through modern scientific and technological means and artistic forms on the basis of maintaining the authenticity of intangible cultural heritage. The innovative development of intangible cultural heritage refers to the innovative expansion and extension of intangible cultural heritage while maintaining its basic characteristics and combining the needs and aesthetic trends of modern society.

4 Practical Strategy of Recreating Vitality of Intangible Cultural Symbols

4.1 Strengthen the Innovative Expression of Intangible Cultural Heritage Cultural Symbols

The key to the re-creation of intangible cultural symbols lies in innovative expression. On the short video platform, we can use modern technology and artistic techniques to innovatively interpret and present the cultural symbols of intangible cultural heritage.

It is necessary to enhance the storytelling of the content of intangible cultural heritage communication and pay more attention to the depth and breadth of the content.^[4] Second, we should highlight the interest of intangible cultural heritage communication content and deepen cross-border cooperation and innovative application. Third, we should strengthen the emotional nature of the content of intangible cultural heritage communication, use the emotional lens language to convey the aesthetics, craftsman spirit and traditional culture behind the intangible cultural heritage, and stimulate the public 's emotional resonance and deep recognition of humanistic emotions and profound culture.

4.2 Expand the Communication Channels of Intangible Cultural Heritage Cultural Symbols

Make full use of artificial intelligence, cloud computing, AIGC generative artificial intelligence and other technologies to carry out intelligent application upgrades for the production, review, distribution, reception, feedback and other full-chain links of intangible cultural heritage dissemination content, improve the production and dissemination efficiency of intangible cultural heritage dissemination content, realize the supply-side reform of intangible cultural heritage audio-visual quality content, and attract more users to pay attention to intangible cultural heritage. Relying on the advantages of big data and intelligent algorithm technology, a tagged user model is constructed based on user attributes, preferences, behaviors and other data to accurately locate the short video user group that prefers intangible cultural heritage content, so as to realize the personalization, customization and precision of intangible cultural heritage content distribution, and improve the accurate matching degree between intangible cultural heritage content and users.^[5]

4.3 Deepen the Education and Inheritance of Intangible Cultural Heritage Symbols

The re-creation of intangible cultural symbols also needs to strengthen education and inheritance. We should pay attention to the cultivation of non-genetic inheritors, and improve the skill level and cultural literacy of inheritors by holding training courses and carrying out activities such as skill inheritance.^[6] At the same time, we can also set up intangible cultural heritage courses in primary and secondary schools and universities, integrate intangible cultural heritage cultural symbols into the education system, and let more people understand and inherit intangible cultural heritage.

5 Conclusion

In short, the re-creation of intangible cultural symbols requires our continuous efforts in innovative expression, expanding communication channels, deepening education and inheritance. Through modern scientific and technological means such as short video, the cultural symbols of intangible cultural heritage can radiate new vitality and vitality, and make positive contributions to inheriting and carrying forward the excellent traditional culture of the Chinese nation.

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