

Study on Short Video Communication of Dabie Mountain Red Culture

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Abstract

Dabie Mountain red culture is an important spiritual wealth of the three provinces of Hubei, Henan and Anhui, and the cultural connotation of Dabie Mountain spirit, which has a positive influence on the construction of the core value system of the main body of the society, with the development of the times, the construction of short video communication matrix will become an inevitable trend of the development of the mainstream media communication mode and means of communication in the upcoming 5G era. The article takes mining the value of Dabie Mountain red culture in the new era as the entry point, faces the current situation and dilemma of Dabie Mountain "red culture" communication, and optimizes it in order to provide new ideas for the efficient communication of Dabie Mountain "red culture".

Keywords

Dabie Mountain red culture, red culture, short video, dissemination.

1. Introduction

The report of the 20th Party Congress points out that we should tell good red stories, make good use of red resources, and carry out in-depth publicity and education on socialist core values. Red culture is the representative of contemporary advanced ideology and culture of Chinese socialism, which has an important role and significant value of the times for the education of revolutionary tradition, patriotism and Xi Jinping's socialist ideology in the new era. As one of the most important components of China's red culture, Dabie Mountain red culture is an important spiritual wealth of the three provinces of Hubei, Henan and Anhui, and it is crucial for the revolutionary traditional education and the development of the old revolutionary areas in Dabie Mountain to look into the connotation and dissemination strategy of Dabie Mountain red culture.

The rapid development of short videos in the new media era has injected new vitality into the promotion of "red culture" in Dabie Mountain, and a series of strategies and measures have been carried out in the areas of telling a good "red story", strengthening the traditional education of the revolution and the ideological and moral education of young people, etc. It is one of the important issues facing the inheritance and high-quality development of Dabie Mountain red culture in the new era. Innovation, enterprising, and carrying forward the red culture of Dabie Mountain is one of the important issues of the new era facing the inheritance and high-quality development of the red culture of Dabie Mountain.

2. Background and significance of the study

Xi Jinping clearly pointed out in the report of the 20th Party Congress that "we should carry forward the spiritual genealogy of the Chinese Communists, which has the great Party-founding spirit as its source, make good use of red resources, and carry out in-depth publicity and education on core socialist values." Red culture is an important part of China's national culture,

is a representative of China's socialist contemporary advanced thought and culture, contains a rich revolutionary spirit and heavy historical and cultural connotations, as a kind of civilization and spirit of inheritance, profoundly affects generations of Chinese people, has a strong cohesive force and motivation, in the process of building the socialist core value system as well as the construction of the Chinese-style modern spiritual civilization It has positive influence. The Dabie Mountain red culture, developed by the CPC in the Dabie Mountain area, was formed by combining the advanced theories of Marxism with its fine traditions in the process of revolutionary war and socialist construction. The red culture of Dabie Mountain contains a deep spiritual heritage, which has a strong cohesive and inspirational effect on the Chinese people, and still influences the people of the new era in a subtle way.

It can be seen that Dabie Mountain red culture has positive influence in the process of socialist core value system construction. With the continuous development of media technology in the new era, how to realize the effective dissemination of Dabie Mountain red culture with the help of new media platform is a problem that needs to be solved in the new era.

3. Literature review

Academic research with red culture as its object of study is divided into three main categories: The first is the study of the realization of the value and dissemination of red culture, Mu Jialin clarified that "red culture" is a new type of cultural form produced in the revolutionary struggle along with the development of the Chineseization of Marx, and that the promotion of red culture is an effective spiritual weapon for the realization of the great prosperity of socialist cultural development^[2]. Chen Bei points out that fully excavating and utilizing the contemporary value of red culture, activating and reasonably developing all kinds of cultural resources is the inevitable requirement for protecting, inheriting and promoting red culture^[3]. Wang Wo believes that red culture is a powerful spiritual support for the Chinese nation to realize the great historical leap of "standing up", "getting rich" and "getting strong", which has important theoretical value and practical significance. ^[4].

Second, the new media perspective of red culture communication strategy research, Nie Suli in his master's thesis put forward the new media environment red communication strategy, that first of all, to create a "government-media-public" interactive communication main body, and secondly, to create a multi-channel media convergence situation. Secondly, to create a multi-channel media integration situation. Thirdly, to personalize and diversify the content text design^[5]. Li Meihua pointed out that in the face of advanced technology on the red cultural communication of the impact of the whole region, the need to promote scientific and technological means and red culture two-way empowerment, to promote the development of red culture and digital technology two-way fusion, and constantly explore the path of red cultural communication, and strive to build a new pattern of red cultural communication^[6]. Tian Yi, Chen Jie that the new media for the dissemination of red culture provides a new carrier, a new platform and a new way, is conducive to the inheritance and innovation of red culture in the modernity situation^[7].

Third, the study of short video communication of red culture in the era of smart media, Hou Jinjin proposed that building a short video communication matrix will become an inevitable trend for the development of the communication mode and means of communication of mainstream media in the upcoming 5G era^[8]. Zeng Siyi believes that in the new media era, red culture communication faces problems such as marginalization, lack of communication power, and single output thinking, and that short video platforms help red culture communication, improve the communication power of red culture, innovate red culture content, and continuously improve the interaction of users, and enhance the stickiness of users^[9]. Fushang and Meng Yuyao pointed out that short video knowledge dissemination can be attempted in

many aspects such as setting up benign communication concepts, strictly checking video content, and introducing copyright legislation^[10].

4. Status quo and dilemma of Dabie Mountain red culture short video dissemination

The new media background of Chinese-style modernization provides a rare opportunity for the dissemination and development of Dabie Mountain red culture, and also encounters many dilemmas. Firstly, the overall improvement of public cognition promotes the wide recognition of the value of red culture, while the diversified and integrated development of communication channels and the equalization of communication thresholds in the new media era have injected new vitality into the dissemination of red culture; secondly, the sharing of information realizes the omni-directional sharing of red cultural resources, and strengthens the radially of the red dissemination. But at the same time, there are certain difficulties in the short video communication of Dabie Mountain red culture.

4.1. Lack of creative subjects and lack of intrinsic motivation for dissemination

Dabie Mountain red culture as the mainstream culture, its dissemination and development by the relevant state departments managed separately, the creators and disseminators are mostly engaged in red culture tourism and training of relevant staff, or all kinds of mainstream news media, specializing in Dabie Mountain red culture research and dissemination of scholars, units less, the masses of the creation and dissemination of Dabie Mountain red culture is not very concerned about the excellent Dabie Mountain red culture short video creators are few. There are only a few excellent Dabie Mountain red culture short video creators. On the one hand, it is due to the fact that the creation of short video works of red culture requires high personal media literacy, and only those who are proficient in short video filming and editing and have a good understanding of red culture and Internet communication knowledge can create short videos with contemporary value. And because the communication of Dabie Mountain red culture can not be easily realized, the attraction of related talents is insufficient; on the other hand, young people, as the aborigines of the network, should play a main role in the communication of Dabie Mountain red culture, but the new generation of young people is far away from the time of the revolutionary era, and they do not have a strong sense of the communication of the red culture in the Dabie Mountain area, and the main body of communication lacks the identity of the national culture, and lacks internal motivation to be the main body of the communication. motivation, which makes it difficult to achieve the expected effect in the process of its dissemination.

4.2. Single channel of communication and weak dissemination

The main communication mode of Dabie Mountain red culture is still based on the traditional newspaper, television and other communication methods as the main body, and has not really done to innovate the means of communication, the Dabie Mountain red culture communication and new media technology innovation, which leads to a narrow scope of dissemination, audience radiation is small, the lack of "focus" on the communication media. And mostly one-way linear communication mode, only the output of the main body of communication, and the lack of interaction with the audience, can not be adjusted according to the audience's feedback in a timely manner to correct the problems in the dissemination, resulting in low communication efficiency, dissemination effect is very small. Because of the unique cultural characteristics of the Dabie Mountain red culture, so that the content of its dissemination is more ambitious, the dissemination of thinking is often indoctrination, with a strong didactic color, detached from the actual life of the masses, or empty, or out of reach, and can not be close to the masses, close to life^[11]. This leads to the lack of timeliness of the communication content,

can not adapt to the people's needs for the continuous improvement of the red culture, it is difficult to realize the Dabie Mountain red culture vivid, vivid communication. This is not only unable to enhance the audience's love for red culture and inheritance consciousness, but also may increase the audience's resistance and rebelliousness, resisting the learning and understanding of red culture, so that the communication effect is greatly reduced.

5. Optimization Strategy of Dabie Mountain Red Culture Short Video Communication

5.1. The main body of communication: strengthening government and traditional media publicity and emphasizing emerging communication forces

The government and traditional mainstream media have an important position in the short-video dissemination of Dabie Mountain red culture, with the government playing a leading role in the dissemination of red culture. To strengthen the guiding role of local governments, through integrated planning, focusing on social forces, close contact and cooperation with all walks of life, extensive collection of academic opinions, and taking into account the background of China's modernization and the communication characteristics of new media, formulate a scientific and feasible communication plan, effectively carry out the practice of red culture communication, attract the attention of the general public, and actively promote the formation of the social atmosphere of red culture communication.

In the context of the new media era, the traditional mainstream media should actively integrate the new media, innovate the communication methods and contents, realize the effective dissemination of red culture in a way that is popular among the public, so that the red culture can be widely disseminated, and actively guide the construction of a good public opinion in the society to attract more people to pay attention to and love the red culture.

One of the important elements of the new era of innovative communication mode is the gradual equalization of the communication threshold, the public has become an emerging force in the dissemination of red culture, and everyone is both a recipient and a disseminator of red culture, which promotes the dissemination of "equality", and makes the dissemination subject of our "red culture" develop in the direction of diversification and multi-level development. The dissemination subject of "red culture" is developing in the direction of diversification and multi-level.

5.2. Communication recipients: realizing the two-way transformation of subjects and recipients, and attaching importance to young groups

In terms of dissemination receptors, individual citizens, as the most widely disseminated subjects in the new media era, are also the most widely disseminated receptors, and in the dissemination of short videos on Dabie Mountain red culture, it is necessary to actively promote the bidirectional transformation of the dissemination subjects and receptors, so as to enhance the dissemination effect. In addition, the report of the 20th CPC National Congress emphasized that "the whole party should focus on youth work as a strategic work", focusing on the dissemination of red culture among youth groups, guiding the majority of young people to carry forward and inherit the red culture, and to be the relay of national rejuvenation in the new era. As the network aborigines of "Generation Z", the young generation has a strong ability to receive short videos of red culture, and is an active force in the red culture dissemination receptor. Thanks to the development of new media, the initiative of young people's information selection is increasing, and in order to realize their active reception of red cultural communication, it is necessary to realize the integration of the theme connotation of the Dabie Mountain red cultural story with the real life of young people in the new era, close to the

psychological needs of young people's groups, and take young people's groups as an important part of the communication receptor, so as to make them change from the identity of the audience to the identity of the communicator, and to realize the integration of the communication receptor and the subject, and to realize the integration of the communication receptor and the subject. The fusion of the receptor and the subject will produce emotional resonance among young people and even a wider range of people, triggering a broader and more far-reaching value recognition.

5.3. Dissemination content: Integrate red resources and create a brand of Dabie Mountain red culture dissemination

Dissemination of Dabie Mountain red culture, first of all, we should pay attention to the value of the dissemination content, refining the historical symbols, telling good red stories, inheriting the red songs and ballads, creating the Dabie Mountain red IP, shaping the brand effect of the Dabie Mountain red culture dissemination, is the key to the new era of red culture short video innovative dissemination of content. Dabie Mountain is located in the junction of three provinces of Hubei, Henan and Anhui, and is named after the poet Li Bai of the Tang Dynasty, who said, "This mountain is different from other mountains!" In the period of Chinese revolutionary history, such as Xu Haidong, Wang Shusheng and a number of other patriotic heroes emerged, "" Lenin "" in the sky "", "" Special Mission "", "" Dai Jiaping "" and other works, are based on the background of Dabie Mountain, told the heroic deeds of the revolutionary war. It reflects the firm revolutionary faith. Through the integration of the red history of Dabie Mountain and the stories of legendary figures, further excavation and creation of Dabie Mountain red culture short video communication content that suits the interests of the audience, while actively developing cooperation with the local cultural and tourism bureau, to create a Netflix card place to attract traffic, and to promote the in-depth fusion of tourism in the Dabie Mountain area and tourism, to realize the "red" to promote the "tour". The "red" promotes the "tour". In addition, such as "August laurel blossoms all over the place", "send Lang as the Red Army" and other red songs known to the people with strong influence, can be completely through the channels of local mainstream media, the formation of Dabie Mountain characteristics of the dissemination of content, and through the "two micro one end" and other platforms for the promotion and publicity, to form the Dabie Mountain red culture dissemination of brand. Brand.

5.4. Communication Channels: Media Integration, Building an All-Media Communication Matrix for Dabie Mountain Red Culture

The communication channels of red culture in the new media era need to realize integration and expansion, and change from a single communication mode to a communication mode in which traditional media and emerging media collaborate and integrate with each other. Traditional media, as the main force of red culture dissemination in the past, has always played an important role in spreading red culture; with the rapid development of the Internet, the dissemination and influence of new media is increasing, such as short-video platforms and social platforms and other new media, which have a large number of users and high user stickiness. Therefore, in the new era, the dissemination of red culture should actively form a diversified communication pattern, while maintaining the advantages of traditional media, but also to expand the new media and other communication channels, with the local government's traditional media and new media as the main carrier, with portals, forums, video websites, social media as a platform, the use of mass communication, mass communication, interpersonal communication, etc. for integration^[12]. Realize media integration, vigorously promote the development of "four full" media (i.e., full media, holographic media, full media, full-effect media), and build an all-round, multi-level modern communication channel system of red culture.

5.5. Communication Effect: Tell the Red Story and Enhance the Audience's Sense of Identity with the Red Culture

For the study of communication effect, cognitively, strengthen the audience's understanding of Dabie Mountain red culture, clarify the importance of red culture in realizing the great rejuvenation of the Chinese nation, break the stereotypical impression of the masses on the red culture, change the cognition, and enhance the sense of identity for the red culture. Emotionally, the change of cognition realizes the change of emotional attitude, and through understanding the spiritual connotation and connotation of red culture, it enhances the cultural self-confidence, and then generates the sense of national pride and national self-confidence, and further builds the atmosphere of cultural self-confidence in the modernized society. From the behavior, layer by layer, through the inner change to guide the behavior to produce certain changes. Guide the audience to take the initiative to learn and think about red culture, enhance the initiative of red culture dissemination and learning, consciously participate in political and ideological learning, accept the red culture, so that the receiver naturally transformed into the disseminator, not only good at listening to the red story, but also actively and proactively learn how to tell the red story, and consciously shoulder the historical mission and responsibility for the inheritance of red culture in the new era.

6. Conclusion

Dabie Mountain red culture has a long history and is profound, and it is extremely important to realize the wide dissemination of Dabie Mountain red culture with the help of short videos in the new era to help the inheritance of the Dabie Mountain spirit and the development of Dabie Mountain Revolutionary Old Area. In this paper, starting from the communication value, communication status quo and dilemma of Dabie Mountain red culture, we innovatively use Lasswell's 5W model to put forward communication optimization strategies from the aspects of communication subject, communication receptor, communication content, communication channel, communication effect, etc., and strive to promote the red cultural resources to realize the integration and development of the red cultural resources to enhance the communication influence of the Dabie Mountain red cultural brand, and to revitalize its new vitality in the new era.

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