

# Analysis of the Media Functions and Communication Mechanism of Dance Video Images in Dance Therapy Practice

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## Abstract

In the current situation where the public's demand for mental health continues to rise, Dance Therapy, as a non-pharmacological psychological intervention path, has been continuously optimized in its dissemination form with the iteration of media technologies. Dance Video Images have become the core carrier for the practical actualization and popularization of Dance Therapy. This paper combines the publicly verifiable cases such as the short video communication of Douyin Dance Therapy, and the Dance Therapy undergraduate professional practice of Nanjing Normal University of Special Education (the first undergraduate program in Dance Therapy in China), collates and analyzes the media functions of Dance Video Images in Dance Therapy practice, deciphers the interactive logic of its communication subject, channel, audience and effect, summarizes the current communication deficiencies and proposes optimization plans. Research has found that Dance Video Images have four core functions: emotional guidance, process recording, cultural inheritance, and scene adaptation. The dissemination presents a dual subject pattern of "professional guidance+public participation", with short video platforms as the core communication venues. This article can provide empirical support for the standardized dissemination of Dance Therapy and the precise application of Dance Video Images, helping to promote the high-quality development of the Dance Therapy industry.

## Keywords

Dance Therapy; Dance Video Images; Media Functions; Dissemination Mechanism; Practical Application.

## 1. Introduction

The pace of social development is accelerating unabated, and psychological pressure on the public has become increasingly pronounced. The demand for mental health services across society has also risen steadily. As an important non-pharmacological psychological intervention method, art therapy has been widely accepted and recognized by various social groups in practice, with its application scope expanding gradually [1]. Dance therapy is an interdisciplinary application form integrating psychology, dance studies and rehabilitation science. It takes bodily movements as the core expressive medium, and with systematic professional guidance, it helps individuals alleviate emotional distress and harmonize their physical and mental state. Dance Video Images, by virtue of the technical characteristics of digital media, boast core advantages of recordability, easy dissemination and permanent retention. They effectively break the temporal and spatial constraints of traditional dance therapy, emerging as an important media bridge linking professional dance therapy practices to the general public. Domestic universities have advanced the professional development of dance therapy. Nanjing Normal University of Special Education offers the nation's first undergraduate program in dance movement therapy, providing talent cultivation and academic support for the standardized development of the field. Short-video platforms have become the primary channel for the general public to access basic dance therapy interventions. Short video

platforms have become the primary channel for the public to access simplified forms of Dance Therapy. At present, relevant research mostly focuses on the single field of Dance Therapy or Dance Video Images, and the exploration of their integrated application is relatively fragmented, and there is a notable lack of systematic analysis of the media functions and complete dissemination mechanism of Dance Video Images in Dance Therapy practice. Based on this research status, this article takes Dance Video Images in Dance Therapy practice as the research object, analyzes their core media functions and communication operation logic, and combines practical experience to identify the existing deficiencies, in order to provide theoretical basis and practical insights for the standardized development and wider popularization of Dance Therapy.

## **2. The Core Relationship between Dance Therapy and Dance Video Images**

Dance therapy's practical system is founded on the interdisciplinary integration of psychology, dance studies, medicine and rehabilitation science [2]. Taking bodily movement as its core expressive carrier, this system has two core application scenarios: clinical rehabilitation intervention for special groups and psychosomatic relaxation regulation for the general public. Through systematic bodily guidance methods, dance therapy helps participants release emotional tension, strengthen self-awareness, and further facilitate the holistic integration and state balance of their psychosomatic systems.

The creation and production of Dance Video Images rely on digital shooting and sophisticated editing technologies, which realize the visual preservation of dance therapy's practical processes and therapeutic dance works. As a key medium for driving the practical actualization and social dissemination of dance therapy, Dance Video Images form a deeply integrated interactive connection with dance therapy practice in terms of application scenarios and value dimensions. This interconnection is primarily reflected in the fact that frontline dance therapy practice provides core content support for the creation of Dance Video Images. The documentary footage of dance therapy courses and therapeutic activities in community psychological services at Nanjing Normal University of Special Education are all based on real professional dance therapy practices, thus enabling Dance Video Images to break through the boundaries of pure artistic display. They not only have reference value at the professional teaching level, but also carry the functions of direct emotional transmission and therapeutic healing.

Furthermore, by virtue of the dissemination features of digital content, Dance Video Images can effectively break through the temporal and spatial constraints of traditional offline dance therapy [3]. They transform the originally small-scale and scenario-specific offline services into visual resources that can be reused and widely disseminated, greatly expanding participants' boundaries and application scenarios of Dance Therapy. This medium not only provides valuable content for reviewing and showcasing professional teaching in universities, but also plays an important role in popularizing public mental health science and community psychological services, effectively promoting the extension of Dance Therapy from professional clinical fields to socialized service scenarios. Ultimately, Dance Video Images build a bridge between professional healing systems and public demand through intuitive visual pathways. This not only underpins the standardized construction of the Dance Therapy discipline and accelerates the popularization of this non-pharmacological intervention method, but also aligns precisely with the diversified development demands of social mental health services in the current era. It provides key support for improving the dissemination and practice ecology of the field of art therapy, allowing the professional value of Dance Therapy to be rooted and fully embodied in a wider range of social contexts.

### **3. The core media functions of Dance Video Images in Dance Therapy practice**

Dance Video Images have formed diverse and mutually supportive media functions in the practical actualization and popularization of Dance Therapy. Each function has its own focus and complementarity, which is an important support for promoting this non-pharmacological psychological intervention method from a professional field to public life. Emotional guidance is the core function of Dance Video Images that is closest to the needs of the public. They transform abstract emotions into concrete body expressions. The soothing Dance Video Images on short video platforms have become a convenient carrier for professionals and teenagers to relieve daily stress and mental tension. By following the video content and imitating the bodily movements, participants can find an external outlet to release their inner emotions and complete the initial adjustment of their physical and mental state [4]. The process recording function lays a solid foundation for the professional development of Dance Therapy, and can fully retain the details of the entire healing intervention process. Therapists can rely on image records to review the intervention process, optimize guidance plans, and participants can intuitively perceive their own physical and mental state changes. Nanjing Special Education Normal University deeply integrates image recording into the teaching and practice of Dance Therapy, making it an important support for course effectiveness evaluation and professional talent cultivation [5]. The cultural transmission function facilitates the dual integration of artistic and therapeutic values in dance therapy. Integrating traditional Eastern cultural symbols with therapeutic somatic expression can enrich the cultural connotation and artistic expression of dance therapy videos. The scene adaptation function breaks the scene limitations of Dance Therapy and can flexibly integrate into various scenarios such as rehabilitation assistance in medical institutions, rehabilitation intervention for special children, and professional teaching in universities. Liu Yan's team at Beijing Dance Academy relies on Dance Video Images to extend the therapeutic courses to different fields such as hospitals, elderly apartments, law firms, accurately adapting to the healing needs of different groups. Dance Video Images also serve as an extension of the concept of therapeutic science popularization. The Dance Video Images "Floating Light Touch" created by Beijing Union University for disabled groups is based on real healing practices, allowing the public to intuitively understand the practical value of Dance Therapy, promoting the socialization and popularization of non-pharmacological psychological intervention concepts, and enriching and improving the practice and dissemination ecology of Dance Therapy.

### **4. The Communication Mechanism of Dance Video Images in Dance Therapy Practice**

The dissemination practice of Dance Video Images constructs a complete logical chain of "subject channel audience effect". The four core elements are interrelated and deeply linked, and their operational architecture can be clearly disassembled based on domestic industry practices.

The disseminators of Dance Video Images for dance therapy exhibit a distinct dual-core structural pattern. Among them, the professional communication subject takes universities, medical institutions and certified dance therapists as its core backbone, and leverages professional resources and disciplinary advantages to lead the professional creation and systematic dissemination of such videos [6]. Nanjing Normal University of Special Education regards Dance Video Images as the core communication carrier, systematically disseminates the content of professional dance therapy courses, and constructs a standardized video communication content system in this field; Beijing Dance Academy has conducted in-depth

cross-border cooperation with Peking Union Medical College Hospital to jointly develop professional dance therapy video content, successfully realizing the integrated dissemination of dance artistic expression and clinical medical intervention, and achieving cross-border media empowerment in the professional domain.

The public communication subject consists of ordinary audiences, dance enthusiasts and folk creators, acting as key participants in the social dissemination of Dance Video Images. Driven by autonomous participation as its core motivation, this group creates derivative Dance Video Images works through spontaneous imitation, personalized adaptation and other forms, gradually forming a multi-level secondary communication network to facilitate the grassroots popularization of Dance Video Images. The extensive spread of soothing Dance Video Images on short video platforms stems from the public's independent creation and active participation, thus emerging as a key underpinning for Dance Video Images to expand from the professional domain to the public sphere.

The dissemination channels are centered around short video platforms. Douyin and Kuaishou have become the primary channels for the public to access Dance Video Images with their powerful traffic advantages. At the same time, WeChat video accounts and Bilibili have effectively provided supplementary dissemination in the fields of community science popularization and professional teaching, relying on their own platform attributes. Professional academic platforms, the official websites of colleges and universities, and the official accounts of the art healing industry association together constitute professional auxiliary channels, realizing the complementary communication and accurate access of professional content and public content.

Participants for communication have both diversified and segmented characteristics. Their coverage includes both special needs groups such as children with autism and elderly people who require professional psychological intervention, as well as ordinary people who pursue physical and mental relaxation, such as campus students, professionals, and community residents. Different groups have formed differentiated participation behaviors based on their own needs, covering various forms such as viewing, imitation, and independent creation [7].

The dissemination effect can be clearly divided into two categories: direct and indirect. The direct effect is reflected in participants' ability to effectively alleviate negative emotions by watching and imitating images, and some audiences can even gradually develop autonomous physical healing habits. The indirect effect is manifested in comprehensively enhancing the public's awareness of Dance Therapy, effectively promoting the standardization of the industry and the practical exploration of the integration of art and medicine, and providing solid social demand support for the cultivation of Dance Therapy professionals.

## **5. The existing problems of Dance Video Images in the dissemination of Dance Therapy**

Based on the current development of China's Dance Therapy industry and relevant research data, numerous practical difficulties remain in the dissemination of Dance Video Images. These problems overlap and affect each other, directly restricting the full play of their media effectiveness and application value, and making it difficult to meet the needs of standardized development in the industry.

The Dance Video Images on short video platforms generally suffer from serious content homogenization. Most choreographies only focus on imitating and replicating simple body movements, without professional design tailored to the needs of different groups, lacking specificity and practicality. According to QuestMobile's research data, approximately 60% of Dance Video Images for therapy suffer from repetitive movements and ambiguous therapeutic orientation. Faced with different needs such as emotional regulation for teenagers, health care

for the elderly, and rehabilitation for special groups, they are unable to provide accurate and adapted content support, which not only dampens the audience's enthusiasm for participation but also wastes communication resources.

The imbalance of content specialization is another prominent issue. The self-directed Dance Video Images created by the public lack guidance from professional therapists, and some of the content does not comply with rehabilitation intervention standards, which may even mislead participants [8]; However, professional healing images produced by universities and medical institutions only account for 23% of the total dissemination, and the exposure of high-quality professional content is insufficient, making it difficult to form a mainstream dissemination momentum, and the professional value cannot be fully reflected.

There are obvious shortcomings in the layout of communication channels, and short video platforms are influenced by algorithm orientation, resulting in insufficient support for professional healing content, making it difficult for professional content to reach precise audiences; The professional communication channels of universities and medical institutions have narrow coverage and limited dissemination efforts, making it impossible to form a comprehensive and widely covered communication network.

The dissemination effects of Dance Video Images for dance therapy fall into two dimensions: direct and indirect, though its overall efficacy remains underutilized. The direct effect manifests at the participant level, where participants can achieve emotional alleviation and psychosomatic adjustment by viewing and imitating the bodily movements in the videos. Some participants can even develop awareness of autonomous somatic healing in the process, and form normalized approaches to psychosomatic regulation [9]. The indirect effect manifests at the industrial and social levels: the effective dissemination of such videos has raised social recognition of dance therapy, advanced interdisciplinary integration practices between dance, medicine and psychology, and laid a foundation of social demand for the cultivation of dance therapy professionals. However, at present, hampered by cognitive biases, content homogenization and other factors, the conversion efficiency of its dissemination effects remains to be enhanced.

## **6. Optimization Path of Dance Image Communication in Dance Therapy Practice**

To break through the practical constraints of Dance Video Images in the field of Dance Therapy communication, relying on the mature practices and professional regulatory framework of the art healing industry, this study constructs an optimization system from four core dimensions: content creation, quality control, channel collaboration, and cognitive cultivation. The aim is to systematically enhance communication efficiency and support the standardized and long-term development of the Dance Therapy industry.

On the content production side, strengthen the collaborative linkage between universities, professional therapists, and medical institutions, and customize image content around segmented scenarios such as alleviating academic anxiety in adolescents, delaying cognitive function in the elderly, and rehabilitation interventions for special groups [10]. Traditional Eastern cultural symbols can be deeply integrated with the artistic expression of dance video, further enriching the cultural connotation and communication value of dance therapy videos.

On the content quality control end, a full-process review system is established, and a professional team composed of psychologists, rehabilitation physicians, and certified therapists is formed to conduct multidimensional verification of image action arrangement [11], guidance speech, and intervention logic. The content is strictly controlled from the source to prevent the spread of misleading information.

On the channel layout side, promote short video platforms to implement traffic weighting for professional healing content, support professional institutions such as Nanjing Special Education Normal University to synchronously release course images to public platforms, bridge the gap between professional channels and public domain traffic, and promote collaborative linkage among multiple platform channels.

On the cognitive level of participants, through various forms such as science popularization short films, expert interpretations, and community practices, the professional attributes and application logic of Dance Video Images are popularized to correct public cognitive biases. Based on the industry development plan, with 2025 as the milestone, we strive to increase the accurate effective reach rate of Dance Video Images to over 50%.

In addition, it is necessary to accelerate the development of industry standards, standardize copyright management and content quality control processes, deepen the integration of cross-border resources in the fields of art and medicine, and create benchmark choreographies with demonstration effects. By standardizing operations and outputting specialized content, the industry's communication ecology can be enhanced, laying a solid foundation for the stable development of art therapy and consolidating the practical basis for the large-scale popularization of Dance Therapy via image carriers.

## 7. Conclusion

This paper draws on real cases including the dance therapy curriculum practice at Nanjing Normal University of Special Education and the dissemination of dance therapy short videos on TikTok, combined with industry research data, this paper has completed the sorting and analysis of dance video media functions and communication mechanisms in Dance Therapy practice. Research has shown that Dance Video Images serve four core functions: emotional guidance, process recording, cultural inheritance, and scene adaptation. Their dissemination forms a complete logic of dual drive between professional and public subjects, multiple channel collaboration, and full audience coverage. This research result clearly presents the core value of Dance Video Images as a healing medium and provides practical reference for the social dissemination of Dance Therapy.

Although this study has clarified the dissemination patterns and existing problems of Dance Video Images, there are still certain limitations. The research focuses on mainstream communication scenarios and typical cases in China, and the relevant research on niche communication channels and remote audiences is relatively weak. Moreover, the actual landing effects of optimized paths have not been tracked and verified, and the relevant conclusions still need to be further improved.

Based on the results of this research, relevant research and practice can be promoted in three aspects in the future: firstly, deepening the collaborative linkage between professional entities such as universities and medical institutions, and mass creators and new media platforms, promoting the deep binding of dance image creation and Dance Therapy practice, and avoiding the problems of content homogenization and insufficient professionalism; Secondly, expand the scope of research, taking into account niche communication scenarios and different regional audiences, and enhance the comprehensiveness of research conclusions; The third is to focus on the practical actualization of optimized paths, track and verify the dissemination effectiveness of various measures, and continuously optimize communication strategies. Through the above exploration, fully unlock the media empowerment value of Dance Video Images, assist in the standardized and high-quality development of the Dance Therapy industry, and provide more targeted media services to meet the diverse psychological health needs of the public.

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