

Research on the Transmission Path of Traditional Culture under the Background of Cross-cultural Communication—Taking the Short Video of Li Ziqi as an Example

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ABSTRACT

As a popular way of information dissemination, short video brings new opportunities for the spread of traditional culture. Li Ziqi's short video shows the traditional and quaint life of China people, constructs a poetic and pastoral mirror image, alleviates the public's anxiety about modernity by emotionally stimulating nostalgia, and constructs a traditional cultural community. Although the continuous development of emerging technologies and new media has brought technological advantages and development opportunities for the export of China's excellent traditional culture, it has also brought new challenges and dilemmas. Therefore, we must intensify our efforts to explore the cross-cultural communication path of China's excellent culture and enhance the international influence of China's traditional culture. Li Ziqi's short video conforms to the change of this communication context, conforms to the development trend of diversification of communication subjects, and realizes the multi-level combined communication of traditional culture. This paper chooses "Li Ziqi", a representative short video case of food, as the research object, and tries to explore the traditional cultural communication path under the background of cross-cultural communication from the content and channels.

INTRODUCTION

In the era of national mobile Internet, short videos provide a good communication way for the visual turn of China traditional culture. Li Ziqi, a producer of media content, presents his life to the public in a hierarchical and diversified way with short videos [1]. Short video meets people's multi-dimensional audio-visual needs because of its fragmentation, low threshold, sound and pictures, and becomes an important carrier of content dissemination, and also becomes an important way to spread Chinese culture because of its high circulation [2]. The development of media technology is always linked with the inheritance and expansion of culture. Mobile short video has rapidly

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emerged in line with the reading and consumption habits in the fragmented era and has become an important carrier of cultural communication. Excellent traditional culture is the essence of Chinese culture, which needs a new generation to inherit and carry forward [3]. Li Ziqi's short video conforms to the change of this communication context, conforms to the development trend of diversified communication subjects, breaks through the original communication framework, realizes the multi-level combined communication of traditional culture, and meets the emotional and cultural needs of the audience [4]. It pays attention to the observation of media symbols and thinks that media symbols are the representation of meaning, and the meaning of symbols changes in communication, which provides theoretical logic for the study of traditional cultural communication in Li Ziqi's short videos [5]. As an important part of social ideographic activities, traditional culture needs to be represented by traditional cultural symbols when it is spread in short video situations.

The representation of traditional cultural symbols has changed its cultural meaning after being received by the audience. The audience realizes self-immersion in the information environment of mimetic symbols in the communication and interaction of meaning. First, they will practice different symbols in the video at the aesthetic level. Secondly, the "meaning contract" generated by different audiences in the same video situation will help to establish a symbolic meaning community [6]. Nowadays, cross-cultural communication is not only a way of communication between countries, but also a way of communication between people in different cultural backgrounds. Cross-cultural communication has become an important channel for global cultural exchange and a bridge for global cultural communication [7]. Faced with the background of massive information and fragmented audience time, social, fragmented and lightweight short videos have adapted to the current communication characteristics and become an important way of communication and communication in people's daily life [8]. For short video, without the empowerment of Internet technology, it can't be a new mode of communication. This paper chooses "Li Ziqi", a representative short video case of food, as the research object, and tries to explore the traditional cultural communication path under the background of cross-cultural communication from the content and channels.

PROBLEMS IN THE DISSEMINATION OF TRADITIONAL CULTURE

The rapid development of science, technology and economy in China has not only brought economic prosperity and cultural diversity, but also brought many challenges to the spread of traditional culture. On the one hand, people's understanding of traditional culture is not deep enough or even respect it. The school's emphasis on traditional culture is far from enough. It only focuses on English, mathematics, physics and chemistry and other examination subjects, while its daily education on traditional culture is one-sided, and it pays more attention to literary talents such as calligraphy and musical instruments, and its understanding of traditional culture is far more entertaining than educational. Li Ziqi's short video works naturally present the theme, geographical landscape, life scenery and food ingredients in the idyllic life like a paradise through the natural change and

replacement of seasons. Traditional culture, as its name implies, is a culture related to ancient history. Both traditional culture and related cultural relics are far away from the public's modern daily life, and it is difficult to attract the public, especially the young people born in the Internet age [9]. Since birth, this generation of young people have lived in a society where smart devices such as mobile phones and computers coexist. The times are developing rapidly, and all kinds of information are diverse. The communication characteristics of new media are shown in Figure 1.

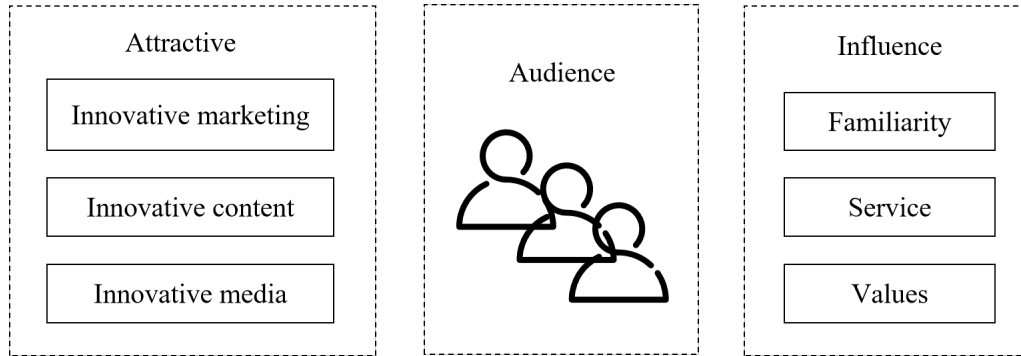


Figure 1. Characteristics of new media communication.

With the rapid development of Internet technology and the popularization of mobile terminals, short video has become the favorite communication carrier for mobile terminal users all over the world because of its short and pithy features, impact and appealing images. At the same time, the social nature of short videos not only meets the needs of the audience's interactive communication, but also conforms to people's habit of fragmented time reading and is favored and loved by young people around the world. The rapid development of economy and science and technology is not balanced in geographical space. Although remote mountain villages are less affected by the network and some traditional customs are still spread in every corner of people's lives, due to the lack of technical support, the spread of this specific traditional culture has become a difficult problem. In addition, older elders have poor ability to accept new things, and the Internet has a huge number of resources, but they don't use it or even want to use it. Li Ziqi's short video not only has the global communication thinking at the specific content level, but more importantly, it reflects the humanistic spirit value behind the video. Because of this, people with different skin colors and languages can spread and communicate across regions and have strong emotional resonance, and these emotions and qualities that are connected in human nature are the most essential things in global communication.

LI ZIQI'S SHORT VIDEO TRANSMISSION CONTENT ANALYSIS

Food Culture Symbol

The food cooked by Li Ziqi comes from nature, and the video material also comes from nature. In the short video, she prepares every food delicately with an exquisite and elegant life attitude and is willing to spend more time and energy waiting, leaving the processes of food fermentation and koji fermentation to nature, and making food according to the seasonal season. Traditional cuisine has added a bit of long cultural meaning to the antique Chinese environment [10]. Here, food is the symbol of Chinese traditional food culture, and the inheritance of traditional food culture is completed by making food. The elements of antique clothing, food, shelter and transportation and seasonal festivals are also the symbols of China. Li Ziqi will create food according to the seasonal solar terms, such as making peach cake when peach blossoms bloom and cooking autumn pear paste in autumn. The raw materials for making food are self-cultivated and self-sufficient. In addition, the use of traditional cookers in China and the following ancient cooking procedures can not only satisfy the curiosity of overseas netizens about Chinese food culture, but also make them have a strong resonance with Chinese cuisine.

In the context of the homogenization of the style and content of short food videos, "Li Ziqi" found the accurate positioning of its own short videos-the ancient presentation of Chinese food, and integrated food production with traditional cultural elements. Traditional cultural elements are everywhere in her videos, such as wooden houses, bamboo furniture and cookers, and improved Hanfu, all of which have China characteristics. To a certain extent, the food in Li Ziqi's short video has gone beyond the meaning of food itself, reflecting the construction of a symbolic meaning. It not only presents a visual feast to the viewers, but also conveys a leisurely attitude towards life and constructs an imaginary space for an ideal life.

Clothing Cultural Symbols

Clothing is an important part of Li Ziqi's video. The clothing in each video has been carefully designed and considered, and it is presented purposefully, not casually. It seems to be traditional, but in fact it is global, which conforms to the modern minimalist aesthetic style. The rural nature of China has been rooted in people's hearts since ancient times. Poets' yearning pastoral life has been romanticized in Li Ziqi's short video. The display of rural life and production prospect also embodies the wisdom of working people in China and bears the imprint of China culture. Li Ziqi's short video of traditional culture focuses on enlarging the original colors of vegetation, which provides a natural color tone for the video works. These colors alone do not have much expressive force, but when they are matched and organized, their intensity will show infinite expressive force when they meet the emotional intensity. Li Ziqi's short video conforms to the change of this communication context, breaks the single situation of traditional cultural

communication subjects and conforms to the development trend of diversified communication subjects. With the development of the economy, the role of clothing in modern life is no longer just to hide shame and keep warm, but also to reflect personality and culture. The cultural connotations of different countries and nationalities can be reflected in clothing.

Musical Cultural Symbols

Audio-visual language is the carrier of content, and the audio-visual language of Li Ziqi's short video has the charm of harmony between man and nature, restraint and elegance, giving people a sense of advanced Chinese style, and realizing the sublimation of ancient cuisine and local romance. Audio-visual language refers to the expression system composed of symbols, linguistic symbols and nonverbal symbols perceived by people's vision and hearing, including images, sounds, editing and so on. In order to match the artistic conception of "ancient style", Li Ziqi chose pure Chinese music and songs as the background music, and a few foreign pure music. Chinese style tunes are gentle and soothing, and they do not steal the limelight of video images. They strengthen the ancient style, render a quiet and spacious atmosphere, enhance the appeal of visual images, and make it easier for the audience to immerse themselves in the stories they tell and jump out of the complicated urban life.

There is almost no dialogue and narration in the short video, which is mainly based on natural sounds. The songs played by traditional Chinese musical instruments are mostly used as background music, and occasional voices are added to highlight the feelings of neighbors and villagers in the local society. In the short video, the crowing of chickens, the sound of bricklaying, the sound of digging and the crisp sound of bread in the morning are clearly displayed. Every sound makes people feel there, while the long background music pulls people into the long and ethereal history. In visual language effect, Li Ziqi is good at using light and lens to convey content. The original sound of nature and the rhythm of Chinese traditional musical instruments create a sense of ethereal detachment, which reflects the attitude of harmonious coexistence between man and nature. The use of audio-visual language in Li Ziqi video enhances the appeal of the content and reduces the cultural discount in cross-cultural communication.

ENLIGHTENMENT OF CROSS-CULTURAL COMMUNICATION

Strengthen Traditional Culture Education

One of the main reasons why Li Ziqi's short videos can become popular in the world is the high quality of the content. In order to let China culture, go abroad, it is not necessary to tell the story of China well, and the dissemination of traditional culture can't just stay in the literal meaning. Clothing, food, details of life, etc., as long as their content is of high quality, can be used as the carrier of Chinese traditional culture. To spread traditional culture, the most fundamental thing is to strengthen the education of

traditional culture in colleges and universities and cultivate and enhance people's humanistic quality and cultural quality from childhood. Colleges and universities should pay more attention to the opening of subjects related to traditional culture and cultivate students' interest in traditional culture. Public netizens can also make short videos to share interesting things around them or imitate or innovate. Its production cost is low and its speed is high, which leads to many homogeneous videos and poor quality video shooting. A few online celebrities caused a storm and dispersed with the wind, which cannot be remembered and appreciated as a typical communication case. The relationship between the elements of traditional cultural communication in the perspective of new media is shown in Figure 2.

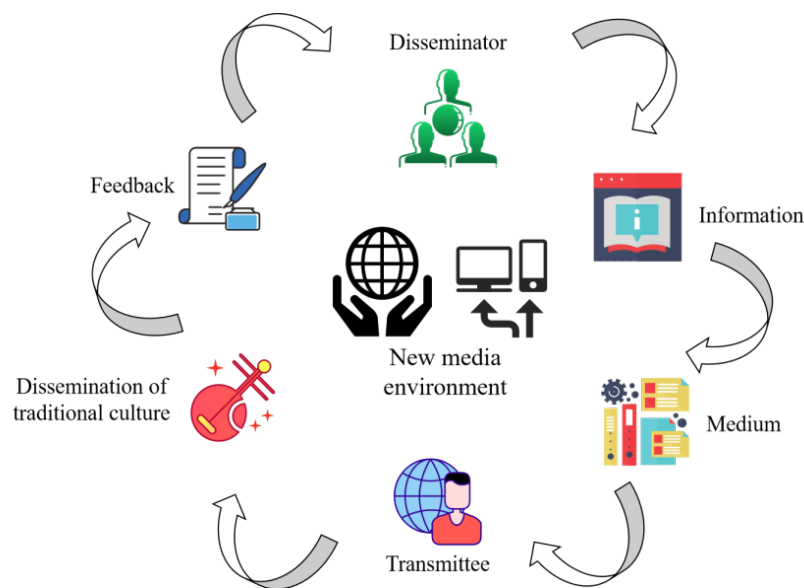


Figure 2. The relationship between the elements of traditional cultural communication from the perspective of new media.

The education of traditional culture in colleges and universities should keep pace with the development of the times, adjust the traditional teaching mode and make more use of internet technology to better meet the learning needs of students. The content arrangement of Li Ziqi's short video is reasonably arranged by herself and her professional team. The process requires several months or even two years of shooting works to be condensed into a few minutes or ten minutes of short video, and the picture elements are rich, and the rhythm is compact, which makes the audience immersed in the pastoral life in Li Ziqi's video, bringing tranquility and beauty to the audience and causing emotional resonance. With the development of online media, users' media usage habits have also changed. With its convenient and intuitive advantages, mobile social video media has become the main tool for users to obtain information and socialize. Short video itself has social attributes, and the image communication image is intuitive,

which is especially suitable as the communication medium of culture, which is boring in itself.

Spread High-quality Traditional Culture

Li Ziqi's short videos are very popular overseas, which has brought profound enlightenment to China's traditional culture "going out". Li Ziqi's short food video belongs to the folk media, which has advantages that the mainstream media does not have. In the eyes of the public, it is a video carefully produced by ordinary people. The video reflects rural life, natural scenery, traditional food and so on. In the past, the propaganda films of China traditional culture mostly showed the historical value of China traditional culture through grand narrative techniques, but this easily aroused foreign audiences' aversion to compulsory indoctrination propaganda, which was not conducive to the construction of China's national image. Traditional culture spreads by relying on short videos, which opens up a new world for the media art to play its role. Through the splicing of cultural symbols, the ecological aesthetic nature of delicious food and natural landscape is perfectly presented in the three-dimensional space of short video, which provides an opportunity for the audience to explore the relationship between man and nature. High-quality content is also the core competitiveness to attract the attention of western users in the process of international cultural exchanges. Just like Li Ziqi's creation of content, she has always insisted on exporting high-quality content, which is also one of the important reasons why she is loved by netizens from all over the world in international cultural communication. In addition, in the process of continuous export, the high-quality content of the new era has a new connotation, and all traditional cultural communicators need to innovate in form, marketing and content if they want to gain more attention in the export process.

CONCLUSIONS

Under the background of China's traditional culture going abroad, more and more high-quality cultural works have begun to emerge overseas and become a window to show China culture. Cross-cultural communication faces audiences from different countries and regions. They are different from us in social system, language and culture, and may not fully understand the ideas and ideas we want to convey. Therefore, in cross-cultural communication, it is necessary to spread it in a way that is easily accepted by the global audience, so as to improve the quality of communication, tell the story of China well and better convey the voice of China. Spreading traditional culture not only requires the efforts of mainstream media, but also gives full play to its unique advantages. Li Ziqi's overseas popularity, in addition to summing up experience and developing innovative cross-cultural communication paths, should also respect the cultural differences of different countries and improve the content quality. As a classic case of the successful spread of China's traditional culture abroad, it can make more foreign audiences pay attention to Li Ziqi's short video series, and make Li Ziqi, a folk force

close to daily life and the aesthetic needs of the broad audience, expand its spread and influence abroad, and realize the accurate spread of China's traditional cultural content abroad.

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