



Analysis of Short Video Cultural Communication Under the Threshold of New Media—Taking TikTok Short Video as an Example

Tianyu Huang

School of Humanities, Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi, China.

How to cite this paper: Tianyu Huang. (2024) Analysis of Short Video Cultural Communication Under the Threshold of New Media—Taking TikTok Short Video as an Example. *Journal of Humanities, Arts and Social Science*, 8(2), 466-470. DOI: 10.26855/jhass.2024.02.028

Received: February 5, 2024

Accepted: March 3, 2024

Published: March 29, 2024

***Corresponding author:** Tianyu Huang, School of Humanities, Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi, China.

Abstract

This article takes a new media perspective and uses TikTok short videos as an example to analyze the cultural dissemination of short videos. With the widespread adoption of mobile internet and smartphones, short videos have become a popular form of cultural communication. TikTok, as one of the largest short video platforms in China, provides users with concise and entertaining video content. The article explores the success of TikTok short videos from the perspective of accurately meeting users' needs for quick information and entertainment, the interactive nature of personalized recommendation algorithms and social media mechanisms, and the convenience of simple creation and publishing tools. At the same time, the article also points out the challenges faced by the cultural dissemination of short videos, such as content fragmentation and the dilemma of traditional cultural inheritance. It suggests that platforms and users should work together to balance entertainment and culture and promote the development of short video cultural communication towards greater diversity and sustainability. This research has important implications for understanding the cultural dissemination phenomenon of TikTok short videos in the new media environment.

Keywords

New media perspectives, Short-video cultural communication, TikTok short-video

1. Introduction

New media has had a profound impact on cultural dissemination, and short videos as a form of cultural expression in the new media era are changing the way we access and disseminate culture. TikTok, as a globally popular social short video platform, has a massive user base and high-quality content, leading the development trends of short video culture. TikTok's unique visual expression and fragmented dissemination have quickly captured the attention and affection of social media users. By conducting an in-depth analysis of the characteristics, mechanisms, and impact of cultural dissemination through TikTok short videos, we can gain a better understanding of cultural communication phenomena in the new media era and the position and role of short videos within it.

2. Cultural Communication in the Threshold of New Media

2.1 The Impact of New Media on Traditional Cultural Communication

Cultural communication in the context of new media is a highly regarded topic in today's society because the rise and development of new media have had a profound impact on traditional cultural dissemination. Traditional cultural

transmission typically relies on traditional mediums such as books, television, and radio. However, the emergence of new media has shattered the barriers of traditional mediums and brought about fresh opportunities and challenges to cultural communication. Firstly, new media liberates cultural communication from the constraints of time and space. Traditional mediums often require people to allocate fixed time and be in specific locations to access and participate in cultural communication. In contrast, new media offers the convenience and potential for cultural communication anytime and anywhere. With the ubiquity of mobile devices and the internet, individuals can access and disseminate cultural content through channels like social media, short video platforms, and audio platforms. This immediacy and convenience bring about a broader level of participation and interactivity in cultural communication. Secondly, new media provides diverse modes of expression, enabling innovation and preservation of traditional culture. In the era of new media, people can convey and present culture using various forms such as images, videos, and audio. This diversified means of expression presents traditional culture with broader platforms for showcasing and disseminating, while also bringing new possibilities for cultural inheritance and development. For example, individuals can use short video platforms to capture and share traditional artistic performances, share traditional-flavored cuisine on social media, and propagate traditional music through audio platforms (Song Shijie et al., 2021).

2.2 The Rise of Short Video in the New Media Age

In the perspective of new media, cultural communication through short videos has emerged as a prominent and influential medium in the digital age. Short videos, with their concise and digestible format, have become an essential means for users to access and disseminate culture. Firstly, in the era of new media, short videos have given rise to innovative ways of cultural expression. Traditional forms of cultural communication often rely on text, images, or long videos, whereas short videos combine visuals and sound to present culture in a concise and vivid manner. By delivering captivating content within a short timeframe, short videos quickly capture users' attention and resonate with them, effectively conveying cultural information. Secondly, short videos promote the dissemination of cultural diversity in the digital age. Due to the fragmentary nature of short videos and the widespread reach of social media, people can easily access cultural content from around the world. Whether it's showcasing traditional culture, expressing popular culture, or showcasing artistic creations from different parts of the globe, short videos provide a platform for diverse cultural communication, facilitating the exchange and integration of cultures. Lastly, by enabling users to become content creators, short videos foster the development of a participatory culture. In the traditional media era, cultural creation was often the domain of professionals or institutions, presented to the audience. However, with simplified tools and the popularity of sharing platforms, short videos give everyone the opportunity to create their own content and share it with others. This interactive and participatory approach to cultural creation diversifies and personalizes cultural communication.

2.3 Changes in the Way Culture is Communicated by the New Media

The rise of new media has brought profound changes to the way culture is communicated, redefining how people access, create, and share culture. Firstly, new media breaks the constraints of time and space. Traditional media typically requires people to access cultural information at specific times and places, while new media, facilitated by the popularity of the internet and mobile devices, allows culture to be accessed and participated in without such limitations. Through social media, websites, blogs, and other channels, people can access and engage with cultural content anytime, anywhere. This immediacy and convenience expand the reach and participation in cultural communication. Secondly, new media makes cultural communication more diverse and personalized. Traditional media usually adopts a one-to-many approach, while new media emphasizes interactivity and participation, enabling individuals to directly engage in commenting, sharing, and reposting cultural content through social media. They become both creators and participants in cultural communication. Additionally, personalized recommendation algorithms on new media platforms allow individuals to access cultural content that satisfies their own interests and preferences. Thirdly, new media accelerates the flow and speed of cultural transmission. In the era of traditional media, cultural communication often took a slower pace, involving planning, production, and distribution processes to reach the audience. In the era of new media, cultural content can be instantly published and disseminated through social media, short video platforms, and other platforms. Cultural information can spread rapidly within a short period, creating hot topics and even spreading globally. This speed and breadth of transmission have changed the speed and impact of cultural diffusion. Finally, new media provides richer forms of expression. Traditional media typically presents

cultural content in forms such as text, images, audio, and video, while the emergence of new media offers more diverse and innovative ways of expression. For example, people can present cultural content through short videos, animations, AR/VR technologies, etc., increasing participation and interactivity in cultural communication. This diversity of expression brings a broader creative space and viewing experience for cultural communication.

3. Characteristics and Impact of TikTok Short Videos

3.1 The development and current status of TikTok short videos

As a popular social media platform, TikTok, known as Douyin in China, has unique features and far-reaching influence. Firstly, TikTok's short-form videos are loved by a wide range of users due to their fragmented and entertaining content. With 15-second videos as its main form, TikTok allows users to create and share personal performances, creative works, and daily life moments using features like selfies, music, and filters. This concise and creative format makes TikTok highly entertaining and appealing, becoming an important choice for users' daily entertainment. Secondly, TikTok encourages user engagement and social interaction. Users can follow other users, like, comment on, and share their videos, forming a network of social interactions. This interactivity encourages users to actively participate in content creation and sharing, strengthening connections and a sense of community among users. Additionally, TikTok's recommendation algorithm provides personalized content recommendations based on user's interests and behavior, enhancing user stickiness and satisfaction. Thirdly, TikTok provides a platform for personal creativity and self-expression. With user-friendly shooting functions and a wide range of effects and filters, users can express themselves, showcase their talents, and engage in creative endeavors. This platform empowers individuals who were previously unknown to showcase themselves, contributing to the cultivation and discovery of more creativity and talent (Unay-Gailhard İlkay, Lawson Kati, & Brennan Mark A., 2023).

The development of TikTok has also brought a series of impacts on society and culture. Firstly, TikTok has changed the way information is obtained and disseminated. Through TikTok, people can quickly access a diverse range of content, including entertainment, education, fashion, and more. This rapid and fragmented information delivery shapes the fast-paced lifestyle and information consumption habits of modern people. Secondly, TikTok drives the emergence of new entertainment culture and popular trends. Niche creations and performance styles often spread rapidly on social media through TikTok, sparking hot topics and pop culture elements. Many songs and dances have gained popularity through TikTok, influencing a broader audience of young users and popular culture. Lastly, TikTok also brings challenges and issues. Due to the fragmented nature of short-form videos and the wide reach of social media platforms, some negative content, including vulgarity, violence, and misinformation, can also be spread. Therefore, it is crucial to regulate and guide users in the proper use of the TikTok platform to protect user rights and maintain social order.

3.2 TikTok Short Video in New Media Socialization

TikTok short videos hold a special position in new media social networking, with many unique features and far-reaching effects. Firstly, TikTok has a high level of user activity and engagement. The platform attracts a large number of users, especially young people. Users can quickly create, share, and browse short video content, and interact with other users through likes, comments, and shares. This level of activity and engagement has made TikTok an important platform for daily social interaction and entertainment. Secondly, TikTok emphasizes personalization and creative expression. Users can add personal styles and creative elements to their short videos through features such as effects, filters, and soundtracks. This allows users to showcase their unique talents and creativity, share their lives, interests, and talents with others, and build closer relationships and connections. Thirdly, TikTok has driven the rise of user-generated content (UGC). The platform encourages users to create and share their own short video content, resulting in a vast community of user-generated content. Users can create short videos in various categories, such as music, dance, comedy, food, etc., to showcase their talents and creativity. This UGC model allows users to actively participate in content creation and dissemination, enhancing user interaction and a sense of community. Lastly, TikTok has influenced the formation of social culture and trends. Many TikTok short videos have gained widespread popularity, sparking trends and hot topics. Content related to music, dance, fashion, beauty, and more quickly spreads through TikTok, exerting a profound influence on popular culture. Some users have also gained broader recognition and opportunities as a result of their popularity on TikTok (Grabb Declan, 2023).

3.3 The Role of TikTok Short Videos in Cultural Communication

TikTok short videos play a significant role in cultural communication as a form of new media. Firstly, TikTok serves as a platform for diverse cultural expression. The content on TikTok encompasses various categories such as music, dance, food, travel, fashion, and art. Users can showcase and share the unique charms of different regions and cultures through their own creations, promoting cross-cultural communication and understanding, and enriching people's appreciation and knowledge of different cultures. Secondly, TikTok drives the rise of cultural creativity and expression. The platform provides users with user-friendly tools for filming and editing, enabling them to express themselves and create through short videos. Many users use TikTok as a platform to showcase their talents and unique personalities, promoting the diversification and development of cultural creativity and artistic expression. Thirdly, TikTok facilitates the dissemination of popular culture and fashion. Short videos on TikTok often revolve around popular elements such as fashion, music, and dance. These contents spread rapidly through users' creations and sharing on social media platforms, leading to the creation and diffusion of popular trends to a wider user base, exerting a profound influence on popular culture. Lastly, TikTok enhances cultural participation and interaction. Through TikTok, users are no longer passive viewers but can actively participate in content creation and interaction. Users can express their love and support for videos through likes, comments, and shares, and engage in interaction and communication with other users. This form of cultural participation and interaction fosters a sense of community and cultural exchange among users, forming a more vibrant and diverse cultural ecosystem.

4. Analysis of the Mechanism of Cultural Communication in TikTok Short Video

4.1 The Importance of User Generated Content (UGC)

TikTok is a social media platform filled with user-generated content (UGC). UGC plays a crucial role in the cultural transmission of TikTok, and here are some key points about the importance of UGC. Firstly, UGC makes cultural transmission more diverse and democratic. Traditional cultural transmission is often dominated by a few professional content producers, but UGC shifts the power of dissemination to the wider user base. Anyone can easily create and share their own content on TikTok, showcasing their talents and creativity. This diverse UGC culture expands the range of participants and amplifies more voices to be heard. Secondly, UGC inspires more cultural creativity and forms of expression. TikTok provides rich filming and editing tools that enable users to express themselves in various creative forms. Whether it's music, dance, comedy, or unique talent showcases, users can display their creativity and individuality through UGC. This encouragement of cultural creativity and forms of expression fosters cultural diversity and innovation. Thirdly, UGC enhances the potential for user engagement and interaction. Through UGC, users are no longer passive consumers but can actively participate in content creation and dissemination. Users can like, comment, and share videos they enjoy, as well as engage in interaction and communication with other users. This interactive and participatory approach strengthens social connections among users, forming a vast UGC community. Additionally, UGC brings about more authentic and trustworthy cultural transmission. As UGC is created by users themselves, it is closer to real-life experiences. Compared to carefully produced content, UGC presents a more authentic, spontaneous, and relatable aspect, making cultural transmission more grounded and resonating with the audience (Rong Sha,2023).

4.2 Features and Tips for Creating TikTok Short Videos

TikTok short videos, as a unique tool for cultural transmission, have their own characteristics and techniques. Here are the features and techniques of short video creation. Firstly, keep the content concise. Short videos typically last from a few seconds to around a minute, so it's important to focus on the simplicity and compactness of the content. Highlight the theme or convey ideas without getting too lengthy or detailed, aiming to deliver the message within a short timeframe. Secondly, emphasize visual impact. Short videos are a visual medium, so visual impact is a key factor to consider during the creation process. Use attractive shots, vibrant colors, and captivating visuals, as well as carefully selected and edited footage to grab the viewers' attention and interest. Thirdly, capture rhythm and pace. Given the limited duration of short videos, it's essential to grasp rhythm and pacing. Through the selection and editing of music, create a harmonious combination of visuals and sound, resulting in a tight, smooth, and rhythmic short video. Lastly, create an engaging storyline. Despite the brief duration, short videos can still captivate viewers by creating an engaging storyline. Convey a clear plot and theme within a short period, triggering emotional resonance

and imagination among the audience (Raman Spoorthy, 2023).

4.3 Dissemination Mechanisms of TikTok Short Video Content

TikTok, as a popular social media platform, has its unique mechanism for the dissemination of short video content. Here is an analysis of the content dissemination mechanism on TikTok. Firstly, it utilizes a linear browsing approach. TikTok employs a linear browsing method, where users sequentially view videos as they scroll through their feeds. This linear browsing style gives each video an opportunity to be seen by users, thereby increasing the exposure rate of video content. Secondly, it utilizes a trending recommendation algorithm. TikTok leverages powerful algorithmic technology to recommend popular videos based on a user's interests, behavior patterns, and interaction history. This personalized recommendation mechanism helps users easily discover and browse content that aligns with their interests while offering greater opportunities for high-quality short videos to gain traction and reach a wider audience. Thirdly, it encourages social interaction and sharing. TikTok fosters social interaction and sharing by allowing users to like, comment, and share videos on the platform. Through active social engagement and sharing, high-quality short video content can rapidly spread, garnering more attention and shares, thereby expanding its reach. Lastly, it leverages challenges and trend influence. TikTok hosts various popular challenges and trends encompassing dance, singing, comedy, and more. These challenges and trends often wield significant influence and dissemination effects. Users can participate in these challenges and trends, gaining increased attention and shares through their creative contributions and engagement, thus amplifying the reach and impact of their short video content (Rillig Matthias C., 2023),

5. Conclusion

The rise of the digital era has brought new opportunities and challenges to cultural communication, and short videos, as an important form of new media, serve as not only a form of entertainment but also a medium for cultural expression. The emergence of TikTok's short video platform provides users with a space for creative freedom and sharing, while also presenting new questions and challenges. In the process of cultural communication through short videos, it is important to strike a balance between innovation and the preservation of traditional culture and to protect and promote diverse cultural expressions. Furthermore, there is a need to further explore the sustainable development of short video cultural communication and facilitate its broader application in both social and economic domains. Through in-depth research and analysis from the perspective of new media, we can better understand and guide the development of short video culture, contributing to the continuous innovation of cultural communication.

References

- Grabb Declan. (2023). Leaning into the digital age: the role of TikTok and other technologies in providing mental health information. *BMJ (Clinical research ed.)*.
- Raman Spoorthy. (2023). TikTok's dancing chemist catalyses joy in students. *Nature*.
- Rillig Matthias C. (2023). Creating YouTube and TikTok videos is improving my lab leadership. *Nature*.
- Rong Sha. (2023). The Orientation and Enlightenment of Tiktok on Ideological and Political Education of College Students. *Frontiers in Educational Research*, (14).
- Song Shijie, Xue Xiang, Zhao Yuxiang Chris, Li Jinhao, Zhu Qinghua, & Zhao Mingming. (2021). Short-Video Apps as a Health Information Source for Chronic Obstructive Pulmonary Disease: Information Quality Assessment of TikTok Videos. *Journal of Medical Internet Research*, (12).
- Unay-Gailhard İlkay, Lawson Kati, & Brennan Mark A. (2023). An examination of digital empathy: When farmers speak for the climate through TikTok. *Journal of Rural Studies*.