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## Research on Brand Communication Strategy of Short Video of Northeast Folk Art

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### Abstract:

From traditional folk art to the present use of new media for art communication and presentation. Through the investigation of the cultural forms of the northeast, explore the traditional cultural forms of the northeast, taking into account the folk culture of the northeast, such as duet, skits, folk art, shamanic culture, film and television culture etc. Through the investigation of nature and humanity in Northeast China, it focuses on the study and investigation of folk art in Northeast China, aiming at the study and dissemination of folk art such as paper cutting, shadow play, embroidery, pottery, large pattern cloth and other forms, and deeply digging and extracting the elements and symbols of folk art in Northeast China. With the development of new media, the Internet and other forms of new media communication have emerged. The form of film and television has changed from TV in the past to short video and we-media through the Internet and mobile phone platforms. This paper tentatively discusses the problems existing in the brand promotion of Northeast folk art on the short video platform, discusses how to spread the Northeast folk art more deeply in the short video which is very popular and fast at present, and how to publicize it in a better quality, and puts forward the strategy research on brand promotion and communication.

**Key words:** Northeast folk art, short video, brand, communication

### I. Background and significance

Northeast China has made outstanding contributions to the economic development of New China and is known as the "cradle of industry" of New China. In September 2018, General Secretary Xi Jinping visited the three provinces in Northeast China, presided over the in-depth promotion of the revitalization of Northeast China Symposium and delivered an important speech, injecting a strong dose for the development of Northeast China. The revitalization of Northeast China in the new era is a comprehensive and all-round revitalization, which requires not only material factors such as policies, funds, technology and human resources, but also strong ideological and cultural support. The "soft power" of culture, human environment, ideology and other spiritual aspects is a powerful ideological guarantee and spiritual motivation for the revitalization of Northeast China.

This project attempts to dig deeply into Liaoning traditional culture and short video methods, and tries to find a combination point between the precipitation of Northeast traditional culture and the short video duration and rapid dissemination. Extract elements from the content and culture of folk art design in Northeast China, and discuss how to use new media platforms, especially short video platforms such as Tik Tok, for brand promotion. It has a positive impact on the further optimization of the folk art in Northeast China and its in-depth and extensive dissemination, and has a certain theoretical guiding significance for the high-quality development of the educational world for the society and the norms of the media in the market. Theory guides practice and combines with practice. Through research and empirical research, the proposed theoretical viewpoints will be applied in practice. Firstly, the paper cutting art of Northeast folk art will be studied, and then other art forms will be extended. Through research and exploration, traditional cultural factors will be extracted to achieve better design in the form of new brands on short video platforms. In addition, it will quickly and widely spread, supplement and perfect the constructed theory, inspire people's feelings of love for hometown, country and traditional culture and innovative humanistic thought orientation, improve people's own quality, optimize new media platform, and have positive and important practical significance for art design, media construction and the enhancement of the influence of Northeast culture at home and abroad.

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## II. Northeast Folk art

### i. Overview

Northeast folk art is a part of Northeast folk culture. Northeast folk culture fully embodies its regional characteristics. Northeast China is one of the cradles of Chinese culture, from the primitive society (about 1.7 million BC) where some tribes lived together to the modern era (21st century), which is the embryonic period of China, and later gradually developed into today's China. It is a multi-ethnic area with strong Han and Manchu farming culture area, Mongolian grassland nomadic culture area, northern fishing and hunting culture belt (area), and Korean hilly rice farming culture area. The Han and Manchu Farming Culture area is located in the vast area of Northeast China from the south to the north. Since 1907, the "Northeast Reform" of the Qing Court officially took the present three provinces of Heilongjiang, Jilin and Liaoning as the main body, and also included the present Inner Mongolia and Rehe. The regional culture of Northeast China also presents diversification, forming regional characteristics including Changbai culture, Longjiang culture, Liaohai culture and external culture. The northeast region belongs to the place where the weather condition is relatively cold in China. The three provinces of Heilongjiang, Jilin and Liaoning, as well as the northeastern part of Inner Mongolia, are also the largest ethnic cultural regions in Northeast China. Under the specific geographical environment of Northeast China, the character of Northeast people is bold, forthright and humorous. It accords with the Northeast dialect which is concise, vivid and full of rhythm. In northeast China, Korean nationality, Manchu, Oroqen and other ethnic groups have different folk customs. In terms of diet, the North East, for example, Korean people like to eat rice cakes, cold noodles, mixed vegetables, pickled vegetables and so on; Manchu people like to eat cake, sticky food, etc.; Oroqen people like to eat meat and so on.

Northeast folk culture not only includes Northeast folk customs, Northeast food, etc., but also includes northeast music, dance, skills, folklore, Northeast Yangko, Northeast duet, Manchu story, Northeast skit, Northeast drum, ice carving farmer's painting, birch bark making skills, etc.

### ii. Northeast folk art

The Northeast folk art has a close relationship with the northeast geographical location, customs and dialects in the Northeast folk culture. Northeast folk art such as large cloth, paper cutting, shadow play, farmer painting, embroidery, pottery and so on. Take northeast paper cutting as an example. Different regions such as Liaoning Province and Heilongjiang Province paper-cut from the artistic vision will be different. This is from the paper-cut presentation try to observe, Liaoning Province paper-cut dense rhythm is stronger. And Heilongjiang province paper-cut more real shape, less virtual shape. Liaoning paper-cut includes Dalian Zhuanghe paper-cut, Anshan Xiuyan paper-cut, Dalian Wafangdian paper-cut, Fuxin Zhu Yuelan paper-cut and so on<sup>[1]</sup>. The Northeast film and television arts include Liu Laogen, Ma Dashai, The Holy Water Lake, The Field of Hope, the Beautiful Field, You can grow what you want, the City Outsiders, the Tree Mountain, the Country Love, Brave the journey to Northeast, the Northeast Family, etc. The Northeast film and television art with the characteristics of the Northeast has gradually been recognized by the public.

### iii. Northeast folk art element extraction

Different regions in Northeast China have different characteristics of culture, and the visual symbols under the cultural background are unique and regional. We need to deeply explore the different regional cultures and visual symbols of Northeast China.

We try to extract visual elements from Northeast culture and Northeast folk art, strive to build different forms of Northeast folk art brands, and carry out short video brand promotion.

The northeast is vast in territory and abundant in resources, the traditional culture of Northeast China is embodied in its history and human features. The unique natural scene of Northeast China, the unique folk customs of each ethnic group, the exotic historical buildings and the mysterious religious color. Northeast of the cold environment to give the northeast people rugged, bold, generous, hospitable character. Take the Northeast culture such as the popular performance "Duet" to try to extract the art as an example. Duet is a popular local opera in Northeast China. It is especially popular in Liaoning, Jilin and Heilongjiang provinces. It has a history of more than 300 years, with a strong local flavor and folk customs. Duet with Northeast characteristics mainly comes from the Northeast Yangko dance. It has the characteristics of simple performance form, rough performance style, bold and unrestrained.

A popular song-and-dance duet conforms to the visual symbol of duet for better promotion and dissemination, and the visual symbol of Duet is also in line with the northeast brand communication.

Brand<sup>[1]</sup> is to expand and strengthen the successful image of a brand. Taking Duet as an example to carry out brand communication, Duet is a true reflection of the life of the Northeast people, representing the simple feelings and thoughts of the Northeast people, and is an important form of emotional expression of the Northeast people. It shows the unique artistic creation of the Northeast people. The artistic elements of Northeast China are extracted from dialects and artistic forms of duet, and innovative design is carried out mainly by relying on elements of visual communication design such as lines, space, color, light and shade, texture, etc., trying to extract artistic elements. Let the audience associate with the brand whether they see something or someone. Through the extraction of artistic elements designed by the audience or consumer and the art designer, the brand are shaped, and the communication are completed between them. Duet, as one of the Northeast culture, the visual extraction of culture and art is an important step to successfully build brands, which makes the brands have strong cultural atmosphere and lays the foundation for brands communication. The extraction of different folk art forms in Northeast culture and the exploration, research and shaping of creative design have laid the foundation for the spread of many Northeast folk art brands.

#### **iv. Northeast folk art brand communication**

Northeast folk art uses traditional media and new media as the carrier to carry out art design and promotion.

Traditional media as the carrier of art design communication. First of all, we need to extract the design elements needed to express the different styles of Northeast folk art. For example, the Northeast folk paper-cut extracts elements from the Northeast folk art forms, such as stories and patterns, and carries out original design. Use traditional media such as hand painting, cartoon design, postcards, handbag, packaging, book design, notebook, cup, 3D stereo works, office supplies design to promote the brand image. Or explore the multi-dimensional module creative cultural product design combined with creativity and 3D printing technology, and carry out innovative combination of two-dimensional creative cultural products and three-dimensional creative cultural products, etc., to conduct research, exploration and promotion of folk art brands.

Carry out art design communication with new media as the carrier. For example, the Northeast folk art extraction, after research, try to extract cultural and artistic forms, then try to carry out creative design, and then try to build a brand visual image. Visual, auditory and tactile communication is carried out on the new media Internet and mobile phones<sup>[2]</sup>.

With the rapid development and integration of new media technology, new media has become an increasingly influential and important form of media communication. The advent of the Internet, big data, cloud computing and 5G era, the presentation of short videos on the Internet and mobile phones, and the integration of Northeast folk art content with new communication channels have provided new communication channels for the inheritance and development of culture.

### **III. Short video**

#### **i. Short video concept**

Different researchers have put forward different concepts or proposals for short video. Wang Jun and Zhao Xuewei (2018) proposed in their research that short videos have the characteristics of three-dimensional content, dynamic scenes, interactive ways, etc., which can make users spend less garbage time in videos and more video time than text time. In her research on short video marketing model, Yuan Yaoyao (2018) pointed out that short video refers to short videos uploaded by users within half a minute on short video platforms, which is in line with the concept of current users' time fragmentation and emphasis on advocating "short". Liu Zilin (2018) researched the current situation of China's short video industry and concluded that short video, which can quickly shoot video content integrating text, music and language through mobile terminals, and the transmission time on Internet media can be controlled within 5 minutes to meet the needs of users to express themselves and socialize. Ning Shangfeng (2019) proposed that short video can develop rapidly in a short period of time due to its short video time, simple production process, diversified content and forms, as well as the fact that short video can enrich people's lives and allow people to enjoy the fun of life in their spare time. Yin Jun and Zhou Mengjie (2020) put forward an updated concept of short video, arguing that short video is a kind of video content that plays within five minutes and is used to spread and carry information on the Internet.

In general, the definition of short video by many researchers is inseparable from the main feature of short video - "short", and the concept of short video is constantly refined and understood around the core features of short video.

## ii. History of short video development

Northeast China is a place with relatively cold climate conditions, which is a great challenge to people's life. In such an environment, Northeast people's bold character, positive way of life, and simple local culture are bred. Northeast films and TV dramas bring the local characteristics and local customs of Northeast culture to the audience's vision. The wealth of Northeast products promoted the formation of the spirit of entering the Kanto. The teleplay of the "Entering Kanto" in the form of history, shows the spirit of pioneering spirit of the new Northeast people who face difficulties and integrate into the social life of the northeast. Due to the importance of the regional strategy, foreign cultural factors such as Japan and Russia are integrated into the humanistic spirit of Northeast China. Around 1990, the Northeast film and television "Fence, Woman and Dog", "Protection, Woman and well" appeared in the public's vision, using the history and culture of the Northeast as the basis, in the social environment at that time has been a large number of audience resonance. Such characters as jujube flower, bronze lock, Maoyuan old man and so on, which are created based on real life, have been sought after by the vast audience. After the 20th century, "Liu Lao Gen", "Ma Dashuai", "By the Holy Water Lake", "Hope Field", "Beautiful Field", "You can grow what you want", "Urban Outsiders", "Tree Ridge", "Rural love", "Northeast Family" and other films and TV dramas based on the Northeast countryside once again appeared on the screen and caused a sensation across the country, "Northeast Wind" once again swept China. The Northeast film and television culture with Northeast characteristics has been recognized by the public. With the prevalence of various movies and TV plays today, Northeast movies and TV plays try to perform their roles and styles more carefully. For example, the urban style of "The Happy Life of the poor people Zhang Dazui" is based on the theme of ordinary people living in the bottom of the society, and describes the lifestyle of ordinary people. However, this work is unique in describing the problems of ethics in today's society and people's pursuit of self-cultivation. Then short video gradually developed. Before 2004, short videos had not yet taken shape, and people usually made "micro-videos" to play on various websites, which were characterized by short time and rich content, representing the micro-video created by Hu Ge that played for only 20 minutes - "A Blood Case caused by steamed bun". The period from 2004 to 2012 was the exploration period of short video platforms, and some short video App platforms were initially built. The establishment and improvement of short video websites and mobile App platforms gradually highlighted the value of video platforms. 2012-2016 is the rapid rise of short video platform, the industry said that 2016 is the "first year of short video", the major short video website and mobile App from the line to the development and growth of the time is very short, there are many Internet celebrities at this time. Such as Papi Jiang. 2016-2017 is the golden period of the development of short video, a large number of capital into the dividend of short video gradually prominent, short video user scale and use time increased rapidly. 2017-2018 is the mature period of short video development, at this time, the short video market is gradually stable, and the headlines video and Tudou video are transformed and upgraded.

## iii. Short video classification

Short videos are classified into short documentaries according to the type of video content, such as Yi Tiao and Er Geng. Internet celebrity IP type such as papi Jiang, memory special pony A network image. Grassroots spoof type is represented by Kuai shou. Scene playlet such as Routine bricklayer, Chen Xiang 6:30, Surprisemost of the content produced by the team would be biased towards this kind of video short play, mostly funny creativity. Skill sharing, street interview. Creative editing uses editing skills and creativity, or produces beautiful and shocking short video content, or funny short video content, and some add interpretation, commentary and other elements<sup>[2]</sup>.

## V. the short video brand communication of Northeast folk art

Through the study of Northeast folk art, try to extract different folk art in northeast China, creative design, and gradually build the brand image. Traditional media and new media as the carrier for publicity. Give full play to the advantages of short video with visual and listening effects, wide dissemination, fast dissemination, and ordinary people could upload. The Northeast folk art spreads its brand through short video.

## VI.Evidence of short video brand communication of Northeast folk art

Short video platforms include Tiktok, Kuaishou, Miaopai, Tudou, Mepai, Bilibili, Xiaoying, 56 video, Haokan, Tencent Micro Vision, watermelon video, etc. There are distinctions between these different short video platforms but the distinctions are not obvious.

We have tried to operate and experience many representative short video platforms. The display of Tiktok on the mobile terminal is a vertical drop-down menu, which has different themes, but it will feel a little scattered from the distribution of themes.

Kuaishou display on the mobile phone is also up and down the short video, the above several main menu keys, the following is mainly short video, some of the above display traffic tens of thousands.

Compared with other apps, Miaopai displays the whole interface on the mobile terminal with a sense of design. Swiping up and down, there are menu buttons above and below, but we feel that the number of fans of each short video is not as large as that of the previous App. Such as collecting northeast duet, just a few videos.

Tudou has become Youku since it was opened on the mobile phone, and the slogan is to advocate excellent short videos. There are both long videos and short videos. Tudou is also seen on the mobile phone, and some say that Tudou and Youku are merged, but advocates separation. But we see Tudou (mobile terminal) inside the above menu bar TV series, theater, movies, the following home page, dynamic and other options are similar to the network terminal.

The Mei Pai shows on the mobile terminal that the video flow of the Mei Pai is about 1000, and the functionality is not much. Some short videos play in less than 10 seconds. Some videos run longer than 10 seconds. Very short videos, the vast majority of these videos are the introduction of the story of the video, the current see some bloggers some are thousands of traffic. There's tracking, circles, vlogs, etc.

Bilibili shows on the mobile terminal that we experience normally each short video in 2-3 minutes. The longest video is 17-18 minutes. The App has navigation (menu bar) above and below several sides of the mobile phone, and the menu bar above the interface has hot, follow-up, film and television (that is, long plot is also in it), and the centennial of the founding of the Party (movies, variety shows have...).

The VivaVideo is displayed on the mobile terminal. We try to experience the App. It is a mobile App for editing. As soon as the App opens, it guides you through the clip. The menus at the bottom of the interface are function keys for clips and templates. Inside the upload of the short film, we think it has no "threshold" requirements for people to upload videos, anyone could try to upload.

56 Video display on the mobile terminal, we have generally experienced the use of this video App, which includes 6 categories and seems to have few sections. There are 3 functions (menu options) below the mobile interface of this App, among which the home page is from left to right, the middle is for uploading videos, and the menu option on the right is "My". The video in the middle is also swiped up and down, and there are 3 videos in one layout, which is larger than each video layout in other video apps. In addition, we feel that this App does not have much functionality, and it is not as detailed as the functions displayed in the above video apps on the phone.

Tencent Micro Vision in the mobile terminal display, the above menu bar has movies, TV series, long series, short series, live broadcast, e-commerce. The mobile phone interface is made up of large sections and small sections.

Watermelon video on the mobile experience, currently we experience is also vertical version down, a lot of horizontal video. The menu bar above has movies, TV series, vlog, anti-epidemic, videos, etc. There are several large interface and small interface composition. This short video platform has both long and short videos.

Tiktok has cooperated with China Central Television and state-owned enterprises such as China Nuclear Power, aerospace science and industry, and aviation industry. Implement different product operation activities. Kuaishou has cooperated with China Media Group's Spring Festival Gala, and reached cooperation with Jingdong Mall on e-commerce live broadcasting business.

Miaopai has been ordered to rectify. Miaopai's investors include Sina Weibo, Shanghai Radio and Television, Shanghai Culture Radio, Film and Television Group Co., LTD. ("SMG") industrial investment fund, Light control-Focus New Industry Investment Fund, Micro Film Times, Phoenix Investment, etc. There will also be some activities such as the "Best Short Video Award". On March 12<sup>th</sup>, 2012, Tudou and Youku merged. On October 16<sup>th</sup>, 2015, Tudou was acquired by Alibaba Group. In November 2013, Tudou cooperated with TV Tokyo, in June 2013 with Douban, and in October 2013 with Shenzhen TV. Tudou has held the 2013 Chinese Media Annual Ceremony and the 6th New Media Festival with the theme of "New Media Win-win Big Future", and won the "2009 China Creative Communication Value Media Award" and the "Most Innovative Spirit of network Media" awards<sup>[2]</sup>. Meipai invited some celebrities such as Fan Bingbing to broadcast live. Among them, papi Jiang made his first live broadcast on Meipai, which received 126 million likes. In February 2015, the Meipai became a hot search on the Internet three times in April. HoneyCC uploaded the original short video of "This is How KTV should be played" on the Meipai, which was reported by major domestic TV, newspaper and Internet media including Phoenix TV's "Phoenix News List", and quickly became popular. Bilibili(abbreviation B station): The first Spring Festival greetings video was organized in February 2010. On August 16<sup>th</sup>, 2010, there was a Bilibili vote. On February 2<sup>nd</sup>, 2011, the 2011 Bilibili New Year Festival was launched, and a total of 210 UP masters participated in the production of this New Year festival. On April 20<sup>th</sup>, 2013, Bilibili set up a special topic for the Lushan earthquake in Sichuan province, live TV reports and set up live barrage. On October 5<sup>th</sup>, 2013, Bilibili hosted its first offline live broadcast at the Mercedes-Benz Arena in Shanghai. On September 20<sup>th</sup>, 2014, Bilibili held the second BML at Shanghai Changning International Gymnastics Center. On April 18<sup>th</sup>, 2015, Bilibili launched the first "Bilibili Micro Link (BML)" offline tour concert in Chengdu. After that, "Bilibili Micro Link" conducted the "Bilibili Micro Link" offline tour in Guangzhou, Xi'an and Beijing. On July 25<sup>th</sup>, 2015, Bilibili held the "Bilibili Macro Link" large-scale offline concert (the third BML) at the Shanghai Grand Stage. On July 9<sup>th</sup>, 2015, Bilibili cooperated with the new force of Chinese comics - Monkey King: Hero Is Back. On July 28<sup>th</sup>, 2015, Bilibili Games hosted the first Quadratic Games Conference. On October 10<sup>th</sup>, 2015, Bilibili created the "Cute Festival". On January 3<sup>rd</sup>, 2016, the first Bilibili animation character popularity awards ended. On October 25<sup>th</sup>, 2018, Bilibili and Tencent jointly announced a strategic cooperation, including animation, games and other ACG. In April 2020, Bilibili reached a strategic cooperation with SONY Music, and users could watch SONY Music's music library MV on B station. On September 15<sup>th</sup>, 2020, "Bilibili Video Satellite", a video remote sensing satellite customized by Shanghai Bilibili Technology Co., Ltd. for popular science communication, was successfully launched. On December 31<sup>st</sup>, 2020, Bilibili and Central Video jointly held the "2020 Most beautiful Night Bilibili Party". In November 2019, Bilibili launched the "Music Star Program" and "Music UP Master Training Program" to develop music content and support excellent music content creators. Vlog has become the fastest growing segment of the B station. In 2019, Bilibili and SONY's Funimation jointly announced that the two sides would reach a strategic cooperation in the field of animation content. Bilibili continues to increase its investment in quality documentaries, including cooperation with many documentary labels at home and abroad. In 2019, Bilibili also actively cooperated with many internationally renowned documentary labels such as BBC, Discovery, NHK and so on. In October 2016, Bilibili Android App won the "Star App" of Tencent App Treasure in October. On August 14, 2015, Bilibili Android App won the Pea Pod Design Award. In 2019, the audio detective game Unheard- The sound of a suspicious case, co-released with Tencent Global, rose to the second place in the national bestseller list after its launch on Steam, selling 150,000 copies within a week. Bilibili since 2010, every New Year's Eve, Bilibili will hold the indispensable Spring Festival Gala - New Year Festival. On December 31<sup>st</sup>, 2019, the 2020 New Year's Eve party "The Most Beautiful Night" jointly held by Bilibili and Xinhuanet was broadcast online. Bilibili MOE, the animation Character Popularity Award, is an animation character popularity voting activity held by Bilibili barrage net since 2015. Abbreviation B Meng, 2015 for the first session. Win some awards, do public benefit projects. Bilibili officially announced an in-depth cooperation with Beauty China. Bilibili will support the construction of a "Bilibili Beautiful Primary School" and provide comprehensive support including funds and resources. On October 25<sup>th</sup>, 2018, Bilibili and Tencent jointly announced a strategic cooperation, including Animation, games and other ACG (Animation, Comic, Game) ecological chain upstream and downstream. On October 30<sup>th</sup>, 2018, GREE announced that it has entered into a strategic partnership with Bilibili, and the two companies will jointly establish bg GAMES Co., Ltd. to jointly develop mobile games business and virtual YouTube idol (Vtuber) business. On the afternoon of July 20<sup>th</sup>, 2018, the CCTV News channel criticized by nameBilibili and other cartoon websites and apps for vulgar content, reporting that some of the content even involved incest, and that many of the readers were 14 or 15 years old, and CCTV (China Central Television) called for the dissemination of positive youth programs.

In response, Bilibili evening response: a. the first time to remove the suspected bad content of the video, and start review; b. Strengthen the user reporting feedback mechanism, and hold relevant staff accountable; c. From now on, they will conduct a comprehensive inventory of the contents of the station. In June 2020, the National Cyberspace Administration, together with relevant departments, conducted a comprehensive inspection of the content ecology of 31 major online live broadcast platforms in China, and focused on deepening the special rectification and standardized management of online live broadcast. After investigation, 10 online live broadcast platforms such as "Huya Live", "Douyu Live", "Bilibili", "Inke Live", "CC Live", "Crazy liveLive", "Happy Live", "Huajiao Live", "watermelon video" and "National short videos" have problems in spreading vulgar content and failed to effectively fulfill the main responsibilities of enterprises. China Cyberspace Administration guides the local Cyberspace Administration to discuss the above platform enterprises in accordance with the law and regulations, and according to the circumstances of the violation, the relevant platforms will take measures to stop the content update of the main channels, suspend the registration of new users, rectify the situation within a time limit, and instruct the platforms to deal with the relevant responsible persons, and some illegal network anchors will be included in the cross-platform ban blacklist.

Xiao Ying: In September 2016, Xiao Ying participated in the Donghai Music Festival with music talent. In October 2016, Xiaoying participated in the Oxygen Music Festival. In March 2018, using Vlog to record Qinghua Garden, Xiaoying helped Xinya College's first student festival, in April 2018, Xiaoying launched a 21-day Vlog challenge to love the Earth to help the "World Earth Day" activity. In January 2019, Xiaoying New media platform linked up with Pearl Channel to solicit "New Year blessing Video", which attracted many hosts and Kols to participate in the activity. In September 2019, Xiaoying launched the "New Trend Tujia Enshi Dance" Challenge online, in order to inherit the intangible cultural heritage Tujia hand dance, and spread through Xiaoying, we-media, news websites and other channels. Xiao Ying won the APP Treasure "Little Red Flower Award", and in January 2018, Xiao Ying was awarded the Amy Award "Best International App" by Xiaomi. In June 2018, Xiaoying won the top ten high-quality applications in Huawei application market. In February 2018, Zhejiang Internet Application Promotion Association awarded Xiaoying the "Belt and Road Best Practice Award".

## **VII. the Northeast folk art short video brand communication problems and strategies**

The research and exploration of brand communication of short video of folk art in Northeast China is a "double-edged sword". Short video on many short video platforms is very popular in China. According to the data collected by CNNIC and China Business Industry Research Institute, the number of short video users in China reached 888 million in June 2021, an increase of nearly 5 times<sup>[3]</sup> in the past 5 years compared with 190 million users in December 2016. Short videos have the following advantages. It is a new way of media communication. The content has visual and auditory effects. Audience could watch it in a short time. Some short videos have strong generality, wide dissemination and fast dissemination speed. Ordinary people could upload it. On the contrary, it also involves copyright issues such as stealing other people's film and television works, MV songs and so on. Although everyone could upload works because of the low threshold of video uploading requirements, the brand communication of Northeast folk art needs more high-quality and in-depth short videos to shape and promote the image of regional folk culture. So there are these problems.

### **i. Northeast folk art short video brand communication problems**

(i) Short video duration, content (information) is incomplete, and information is fragmented

With the extensive and rapid development of various media technologies, information is spread rapidly and massively, and the identity of disseminators tends to be more common. Audience could upload and send their own short videos on short video platforms. Short videos contain various contents and may even spread some vulgar information with mixed information. Fragmentation of information content sources, fragmentation of narrative content, fragmentation of audience acceptance of communication content, fragmentation of communication. Short video limits the length of time, because the length of short video transmission, resulting in the incomplete transmission of short video content.

(ii) The deep digging of folk art culture in the northeast is not enough, and the content is shallow

By using the short video platform to spread in the form of short videos, the Northeast folk art in many different contents has obtained a new way of transmission. However, the short video transmission time is limited, and the traditional art content will become very shallow if it is spread within a limited time.

Although the original profound content of traditional folk art in Northeast China has become easy to understand and sought after by people, in the process of such dissemination, people are attracted by the superficial content, unable to obtain its connotation, depth, or even the original complete "appearance" of Northeast folk art. The audience's superficial acceptance of the content results in the situation of "Know what it is, but don't know why". When the short video platform propagates the Northeast folk art content based on "shallow" and easy to understand, although it extensively and quickly propagates the Northeast folk art, it also loses the comprehensive, substantive and deeper content, and it is difficult for a good short video brand to be shaped and promoted. The limitation of short videos on short video platforms, the superficial content accepted by the audience, and a large number of short videos contain spoof and vulgar content. As one of the most popular mainstream media in China, short videos will affect the mainstream value orientation of society to some extent.

(iii) How to disseminate the sedimented Northeast folk art more accurately and comprehensively through the extensive and rapidly spreading short video platforms

Features of short video duration. a. How to improve the communication quality of short video platforms. b. The deep content of Northeast folk art, how could different types of Northeast folk art forms be more comprehensive, rapid, original and high-level creation and dissemination?  
Based on the above questions we tried to ask, we tried to propose a strategy study.

## **ii. Northeast folk art short video brand communication strategies**

In view of the above problems in Northeast folk art short video brand communication, we try to explore the following strategies in order to carry out the brand communication of Northeast folk art in a more standardized, high-quality, accurate and comprehensive way on the short video platform.

(i) Put forward suggestions to the short video platform itself and the government, and tentatively explore how to optimize and regulate the short video environment

Based on the short video duration, content (information) is incomplete, information fragmentation problems. a. Mainly put forward the requirements for short video platform. b. Put forward requirements for the government to issue policies to regulate short video.

(ii) Put forward a tentative strategy discussion on the shallow content of Northeast folk art from different levels

Based on the lack of deep exploration of folk art and culture in Northeast China, the content is shallow, a. it is necessary to improve the quality of the people (creators) and enhance the sense of mission. The public needs to enhance the awareness of originality and copyright, so as to produce more high-quality works. Instead of always taking his/her original works to copy, a variety of material clips, and even some vulgar parody short videos. b. Put forward higher requirements for the director, such as the need to extract traditional art design elements have more professional knowledge accumulation. c. the short video platform itself puts forward higher requirements, and discusses how to optimize and standardize the short video upload content and short video environment. d. The government needs to strengthen the management of short video platforms and strengthen the support and dissemination of high-quality brands of Northeast folk art on short video platforms.

(iii) Aiming at the different art types of Northeast folk art, it is in line with the characteristics that short videos are short or could be played episode by episode

In order to make the deep content of Northeast folk art, multi-faceted culture could be disseminated more quickly, original and high-level production. We try to come up with strategic studies. There are different kinds of folk art in Northeast China. For example, the form of duet's stage performance is witty, humorous and relaxed. The characteristics of short video duration could be paid attention to by more people quickly. The threshold of short video platform is low, people could upload short videos at will, and the short video form of new media websites and mobile phones is more in line with the narrative content of Duet. If the Northeast folk art such as paper-cutting is rapidly disseminated on the short video platform, it is more likely to have a certain narrative, cultural and sedimented regional culture in it, trying to restore different Northeast folk art with high quality and as close to the truth as possible. When promoting a brand, it is more suitable for introducing, playing, promoting and disseminating episodes by episodes in short video playback. The overall visual experience (information) it brings to people could be disseminated more accurately and comprehensively through the short video platform, one of the most popular new media in China.



### VIII. Conclusion

Through the investigation of Northeast folk art and short video, the project extracts the elements of Northeast folk art, empirically experiences the video communication of Northeast folk art, and tentatively discusses the problems in the brand communication of Northeast folk art. i. Short video information (content) is fragmented. ii. The content is shallow. iii. How could the widely and rapidly spreading short video platforms more accurately and comprehensively spread the sedimented Northeast folk art? In view of the above three problems, we have tried to conduct strategic discussion on the problems respectively. i. Put forward suggestions to the short video platform itself and the government, and tentatively discuss how to optimize and standardize the short video environment. ii. Put forward a tentative strategy discussion on the shallow content of Northeast folk art from different levels. iii. Aiming at the different art types of Northeast folk art, this paper tries to solve the problem of more accurate and comprehensive dissemination of Northeast folk art through various short video platforms that are widely and rapidly spreading, in line with the characteristics of short videos that could be played one episode at a time.

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### Notes:

- [1] Brand: Most of the attachments of the name and reputation of something or someone that are attached to something or someone primarily to distinguish it from competitors. [Britain] Catharine Slade-Brooking, Handbook for Graphic Designers of Successful Brand Design [M], translated by Shi Yu, Guilin: Guangxi Normal University Press, 2017. Page 16.
- [2] Tiktok. Retrieved December, 1<sup>st</sup>, 2023 from:  
<https://baike.baidu.com/item/%E6%8A%96%E9%9F%B3/20784697?fr=aladdin>
- [3] Analysis of China's short video users in the first half of 2021: The user scale reached 888 million. Retrieved August, 27<sup>th</sup>, 2021 from:  
<https://baijiahao.baidu.com/s?id=1709232023173202883&wfr=spider&for=pc>

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- [<sup>2</sup>] Xu Ting: Interactive Media Art, Shenyang: Liaoning Fine Arts Publishing House [M], 2012. Pages 86, 87.