

Research on Short Video and Communication Innovation of Traditional Ethnic Minority Sports Culture

Zhaohui Du¹, Manting Luo^{2,*}

¹School of Physical Education, Guangxi University of Science and Technology, Liuzhou, Guangxi, China

²School of Economics and Management, Guangxi University of Science and Technology, Liuzhou, Guangxi, China

*Corresponding Author.

Abstract:

With the development of national sports and the rise of national culture, the traditional sports culture of ethnic minorities is gradually coming into people's vision. Before the emergence of new media, the traditional sports culture of ethnic minorities had a single way of communication and a limited range of communication. However, short video has the characteristics of large audience, rich means of expression and fast transmission, which can display and publicize traditional ethnic sports in a short time. This paper analyzes the new opportunities brought by short videos for traditional sports culture of ethnic minorities in the first time. At the same time, it also analyzes the problems and difficulties existing in the dissemination of minority traditional sports with the help of short video, and creatively puts forward the strategies and means of the dissemination of minority traditional sports culture with the help of short video on the basis of communication theory.

Keywords: Short video, Traditional sports culture of ethnic minorities, Marketing communications.

I. INTRODUCTION

Recent years witness continued popularity of short videos. According to CNNIC's 47th "Statistical Report on the Development of China's Internet", as of December 2020, there are 927 million short video users in China, accounting for 88.3% of the total netizens, with an increase of 1 million from March, 2020^[1]. Huge user attention has brought huge information flow and also rapid increase in video playback. Some short videos receive tens of millions of views and clicks, becoming an emerging carrier of information communication, which also provides a new opportunity for the communication innovation of traditional ethnic minority sports culture. Then, how to give full play to the flow advantages of short videos, direct all sectors of society to pay attention to the traditional ethnic minority sports culture, and spread traditional ethnic minority sports culture also the purpose and original intention of this paper.

II. MATERIALS AND METHODS

2.1 Short Videos Bring New Opportunities for the Communication of Traditional Ethnic Minority Sports Culture

2.1.1 Participation of the whole people to enlarge the communication scene

The traditional ethnic minority sports culture has certain regionality. With relatively simple communication mode, it appears in people's field of vision mainly through traditional ethnic minority festivals, sports games, specific commercial activities, etc. which has limited display time and space. Except for the unique ethnic minority areas, the public has little understanding of the traditional ethnic minority sports culture. The rehearsal-style display of traditional ethnic minority sports breaks away from the original natural environment and context, resulting in greatly reduced artistic effect. Meanwhile, performance is fleeting, and only live audience can watch it. The emergence of short videos has broken the time and geographical limitations of the traditional ethnic minority sports culture. On the one hand, live video streaming can be used to express traditional ethnic minority sports culture to audiences everywhere; on the other hand, relevant short video content can be produced and displayed on various platforms, so that everyone can become a communicator. Users interested in the traditional ethnic minority sports culture can understand and disseminate relevant information through short video platform, and express their understanding and opinions on the traditional ethnic minority sports culture. Compared with complete programs on traditional media platforms, short video with visual impact easily attracts users' attention in communication, so that a large number of short videos are forwarded, forming communication with public participation. The nationalization of the communication subject boosts the development of the traditional ethnic minority sports culture.

2.1.2 .Enrollment campaign to improve inheritance ability

The traditional ethnic minority sports culture has rich historical and cultural heritage. However, with the change of people's living environment and entertainment modes, coupled with the impact of Western sports and culture, traditional ethnic minority sports activities face crisis in inheritance. Short video platform has great user attention, which provides a platform for the enrollment campaign of traditional ethnic minority sports culture. By displaying the origin and development of traditional ethnic minority sports culture, disseminating the national spirit and historical origin it carries, and presenting the most traditional ethnic minority sports, such as throwing embroidered ball, skipping over bamboo pole, dragon dance, equestrian, etc., more people can understand the rich connotation of traditional ethnic minority sports culture, so that more young people will learn the traditional ethnic minority sports skills, thus continuing and carrying forward the cultural heritage. In addition, the traditional ethnic minority skills are mastered by folk artists, which are stilled inherited by folk master-apprentice system ^[2]. Such communication mode can easily lead to the loss of precious skills in the traditional ethnic minority sports culture. Short videos receive great user attention. Inheritors of traditional ethnic minority sports culture can teach and record the ethnic wisdom left by their ancestors through short videos, thus attracting more users'

attention and learning. With the help of the short video publicity platform, it is possible to expand influence of the traditional ethnic minority sports culture, develop personal brand and broaden enrollment channels. For example, @Beijing Music and Dance Art Training Center has 1.59 million followers on TikTok, which expands the scale of enrollment campaign by releasing dance videos such as folk dance and classical dance.

2.1.3 Cultural output to boost cross-cultural communication

Short videos are easy to understand and combine literary films and documentaries, which serve as the main carrier for audiences to receive and transmit information, and are also an effective way for cross-cultural communication. First of all, the popularity of domestic short video apps overseas has built a platform for the communication of traditional ethnic minority sports culture. For example, TikTok is the international version of Douyin short video. After its launch in August 2017, within less than a year, TikTok has become the most popular short video platform in Japan, Vietnam, Germany, South Korea, etc., covering more than 150 countries and regions globally. The recognition of TikTok platform by overseas people can effectively promote the external communication of Chinese culture. Second, domestic Internet celebrities have successfully spread Chinese culture through the medium of short videos, providing a reference for spreading traditional ethnic minority sports culture. For example, Li Ziqi's short video presents the delicacy and craftsmanship of traditional Chinese culture, arousing foreign netizens' curiosity and interest in Chinese culture, and confirming that short videos can effectively promote the international communication of Chinese culture. Finally, the viewing convenience and social nature of short video can effectively promote the interaction and exchange of Chinese culture among overseas netizens, enhance the recognition of Chinese culture among netizens, and increase the communication power. In the past, the external export of culture was mainly undertaken by expatriate exchange groups and performance teams. Despite its good results, it was difficult to convey the essence of national sports culture due to the limited time and number of exchanges^[3]. Today, audiences discuss and communicate with information publishers and other users through short video platforms, allowing more people to understand the traditional ethnic minority sports culture. In addition, the Belt and Road Initiative provides new opportunities for cultural exchanges, it is inevitable that traditional ethnic minority sports culture will spread faster globally with the continued popularity of short videos.

2.2 Short Videos Bring New Problems to the Communication Innovation of Traditional Ethnic Minority Sports Culture

2.2.1 The content lacks innovation and there is serious homogenization

Although inheritors demand a lot of time and energy to master the skills of the traditional ethnic minority sports culture, the presentation of short videos mainly focuses on the display of performance contents, so the public understanding of the traditional ethnic minority sports culture just stays at the level of action skills. Audience easily forgets what they have viewed, let alone understand the profound connotation of the national spirit. When creating short videos, creators often mechanically apply the fixed

templates pushed by some platforms, or spread the traditional ethnic minority sports culture in view of the current hot content, leading to serious content homogenization ^[4]. According to the "2020 Copyright Monitoring Report on China Online Short Videos", from January 2019 to October 2020, the infringement rate of exclusive original authors was as high as 92.9%. Due to the lack of innovation, short videos of the same type create aesthetic fatigue among users and easily cause users to unfollow traditional ethnic minority sports culture accounts. At the same time, driven by capital, some creators increase the click rate and playback volume of the video in pursuit of interests, mislead the public to click on the video using inconsistent title, but the video content is not innovative and diverts greatly from the title, which lowers public's expectation towards traditional ethnic minority sports culture. Some creators' over-entertainment of traditional ethnic minority sports culture affects the public's evaluation and cognition of traditional ethnic minority sports culture, which limits the communication of traditional ethnic minority sports culture.

2.2.2 Poor video quality and lack of professional talent teams

Although we are in the era of short video creation by the whole people, to stand out from many short videos and achieve professionalism in production of short videos, we still need to master certain short video shooting skills. Short videos are limited by the shooting length, and the conveyed content information must be refined and reduced. To attract users' attention in a short period of time, careful consideration should be given to the narrative logic and shooting design of short video content. At present, most inheritors of the traditional ethnic minority sports culture in China are middle-aged and elderly people. Despite superb skills, they do not understand the shooting and production of short videos, so it is difficult for them to capture the current aesthetic trend of the public. Moreover, they lack guidance from professionals on photography and later creation, making it difficult for them to show the traditional ethnic minority sports culture essence through short video content.

2.2.3 Substandard operation affects the communication effect

Although short videos with strong content communication power can make the information conveyed in a richer and more interesting way, there is problem of irregular operation in the communication of traditional ethnic minority sports culture. On the one hand, there is no official operating accounts. Due to insufficient awareness of short video communication, some inheritors and leaders of traditional ethnic minority sports culture have not set up official accounts to publicize and promote traditional ethnic minority sports culture. On the other hand, a few individual accounts are released on short video platforms with irregular frequency of updates, which fails to show the rich connotation of traditional ethnic minority sports culture. Some individual accounts only publish a few contents related to ethnic minority sports culture, and then stop updating the content. In addition, there is few interaction and communication with fans. Some account owners only publish relevant content, but never actively interact with fans, nor do they reply to relevant comments. For example, @ waist knife inheritor of Baoan nationality releases the waist knife production process on TikTok platform, but does not respond positively to fans' inquiries about the price and purchase means.

2.3 Strategies for Communication Innovation and Promotion of Traditional Ethnic Minority Sports Culture

2.3.1 Innovate the communication content and tap deep into the cultural connotation

With the continuous changes in the content and form of short videos, people have growing aesthetics, making it difficult for traditional communication content and form to attract users' attention. Therefore, while continuing the traditional sports culture of ethnic minorities, we need constantly innovate communication contents and deepen users' perception and understanding of culture. Cultural inheritance is based on the public's recognition of the culture, so attention should be given to the excavation of cultural connotation in the communication of the traditional ethnic minority sports culture ^[5]. On the one hand, short videos focus on fragmented communication. It is possible to create short videos with stories, find rich content creation materials, such as traditional production techniques, landscapes, rural life, etc., and use various forms such as song and dance, opera, etc. to convey the traditional ethnic minority sports culture through stories, restore the essence and authenticity of the traditional ethnic minority sports culture, and deeply explore the marketing communication hotspots of traditional ethnic minority sports culture. In addition, the traditional ethnic minority sports culture not only enjoys a long history, but also carries the unique national character of each ethnic group. Inheritors can shoot short videos based on their own understanding of sports culture, the old man's dictation, data records, etc. to reproduce the origin of traditional ethnic minority sports and the life of primitive ethnic minorities, such as the wrestling of the Yi people, the hunting culture of the Ewenki people, and the farming culture of Shui people, display the diligence and wisdom of the people of various ethnic minorities, endow the short videos with profound connotations, strengthen the penetration of ethnic culture, and avoid stereotyped communication. On the other hand, the colorful traditional ethnic minority sports events and activities will easily refresh the audience. Each project is carefully planned to combine ethnicity, artistry and fun, which touches the hearts of the public watching the short video, so that they appreciate the fun of the traditional ethnic minority sports culture. For example, in the opening ceremony of the 11th National Traditional Ethnic Minority Sports Games, "Guangxi 30 Seconds" exhibited the spiritual outlook and cultural and sports characteristics of Zhuang people. This project effectively integrates Zhuang people's dance elements such as drum music, characteristic instruments and "Phoenix hands", receiving widespread praise from the public.

2.3.2 Cultivate a team of professional talents and create high-quality short videos

In order to better spread the traditional ethnic minority sports culture, we need strengthen the construction of professional talent team and increase capital investment in the future. First, we need open an official account of traditional ethnic minority sports culture, strictly control the information content of short videos, guarantee the credibility and stable update frequency in release, and strengthen the professional communication of traditional ethnic minority sports culture. By publishing the historical culture, traditional customs and competitions of traditional ethnic minority sports on the official platform, we can let more people know about the traditional ethnic minority sports culture. Second, we can use short videos as communication medium to cultivate internet celebrities in traditional ethnic minority sports and

increase people's attention to traditional ethnic minority sports culture. Internet celebrities have become the driving force for promoting cultural communication on social media. By using the hot short video dividends, it is possible to gain massive fans' attention and likes, and then expand the communication scope^[6]. Third, we should provide certain shooting guidance and talent rewards for the inheritors of the traditional ethnic minority sports culture. In the inheritance of the traditional ethnic minority sports culture, there are dilemmas such as the relatively single inheritance method, the lack of inheritance talents, the lack of local residents' awareness of protection and inheritance, and the impact of foreign sports culture. Therefore, on the one hand, we should value the role of inheritors, cultivate and teach more inheritors; on the other hand, in the production of short videos, we should systematically train the inheritors in terms of account positioning, short video production, post-editing, operation, and fan growth, etc. help inheritors improve the aesthetic value of short videos, so that they better spread the traditional ethnic minority sports culture.

2.3.3 Give full play to the advantages of integrated media communication, and build a marketing communication matrix

Short videos have huge user traffic. After innovating communication content, the most important thing is to promote the scope of communication and then achieve accurate drainage of users. At present, many account entities only disseminate traditional ethnic minority sports culture on a single platform, which greatly reduces the communication scope. To this end, it is necessary to make full use of the advantages of integrated media communication, establish multi-channel marketing communication, and maximize the scope of communication. On the one hand, according to the characteristics of different media platforms, we can optimize the communication content, build a marketing communication matrix covering top traffic platforms such as Kuaishou, Little Red Book, Pear Video, TikTok, etc., to enhance the external communication power of traditional ethnic minority sports culture. On the other hand, we can make full use of the social function attributes of short videos, initiate topic discussions, and let more people interested in traditional ethnic minority sports culture participate in and forward topic discussion. At the same time, account operators should pay attention to accounts with similar published contents, and actively interact with each other to further promote the content communication.

We need organically combine the communication of traditional ethnic minority sports culture, local features and tourism in local ethnic areas to promote the integrated communication of online and offline culture. In some areas, traditional ethnic minority sports is used as ornamental resources for tourist attractions. For instance, horse racing and archery in Inner Mongolia, sparkler-grabbing in Guangxi on March 3rd, and Duzhupiao in ancient towns and villages in Guizhou, etc., attract a large number of tourists. Hence, it is possible to creatively plan high-quality tourist routes, and carry out activities related to traditional ethnic minority sports in local scenic spots to highlight the spiritual outlook of ethnic minority people, so that tourists deeply understand the sports culture connotation of local ethnic areas. At the same time, it is possible to use the traffic and technical advantages of short videos to package sports culture and local scenery of various ethnic areas, thus achieving a win-win situation between the communication of traditional ethnic minority sports and the development of local tourism.

III. CONCLUSION

The continuously growing number of short video users has brought new opportunities for the communication innovation of traditional ethnic minority sports culture. Participation by all people boosts the development of traditional ethnic minority sports culture, expands enrollment channels, and promotes the global culture communication. However, the communication process also exposes problems such as lack of content innovation, serious homogenization, lack of professional talent teams, and irregular operations. To this end, we need innovate the communication content, deeply explore the marketing and communication hotspots of traditional ethnic minority sports culture; cultivate professional talent teams to create high-quality short videos; give full play to the media advantages in integrated communication, promote online and offline cultural integration and communication, and boost the inheritance and development of traditional ethnic minority sports culture.

ACKNOWLEDGEMENTS

This research was supported by the Software of Liuzhou Association for Science and Technology (No. 20210106) and the project of Sports and Health Laboratory of Guangxi University of Science and Technology (No. GKDTYSYS2004)

REFERENCES

- [1] China Internet Network Information Center. The 47th Statistical Report on Internet Development in China. http://cnnic.cn/gywm/xwzx/rdxw/20172017_7084/202102/t20210203_71364.htm
- [2] Wang Hongshen, Han Yuji, Liang Qinchao. The Habitat Prediament and Dispelling Path on the Development of Minority Traditional Sports Culture. *Sports Science*, 2019,39(07):33-44.
- [3] Wang Jing, Hao Jianfeng. The dilemma and solution of the inheritance and development of national traditional sports culture from the perspective of communication. *Journal of Guangzhou Sport University*, 2018, 38(06): 94-97.
- [4] Nirobair Erti, Zheng Liang. Characteristics, Trends and Dilemmas of Short Video Content Production in the New Media Era. *Chinese Editorials*, 2021(03):81-85.
- [5] Wang Jing, Hao Jianfeng. The dilemma and solution of the inheritance and development of national traditional sports culture from the perspective of communication. *Journal of Guangzhou Sport University*, 2018, 38(06): 94-97.
- [6] Wang Yun, Xu Rui. Internet celebrity generation in check-in attractions: An analysis of users' daily practice based on short video environment. *China Youth Study*, 2021(02):105-112.