

A Study of the Influence of Short Videos on the Cultural Transmission and Identity of Poetry

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Abstract: With China's rapid economic and social development, cultural identity has become an important link between the individual and the collective, between tradition and modernity. As a treasure of Chinese culture, poetry contains rich historical information and deep cultural heritage. With the popularity of mobile Internet, short video platforms have become a new position for cultural dissemination. TikTok, as a representative of the short video field, has a huge user base and diverse types of content, providing a wide space for the dissemination of poetry and culture. Short poetry videos are conducive to strengthening people's cultural identity and modernizing traditional culture. Taking the short poetry videos on the TikTok platform as a starting point, this study explores how short videos can influence the audience's sense of cultural identity through 'short duration' and multimodal communication. The study suggests ways to optimize the content creation and dissemination strategies of short videos to better achieve the dissemination and innovation of traditional culture in the digital age.

1 INTRODUCTION

Cultural theorist Strinati notes that 'the world is increasingly made up of mediated screens of popular cultural images - televisions, video monitors, videos, computer games, personal stereos, advertising, theme parks, shopping malls, 'virtual capital' or credit - all of which are important components of the trend towards postmodern popular culture. Virtual capital or credit is an important component of the trend toward postmodern popular culture (Strinati and Yan, 2014). The sociologists Featherstone and Jingming Liu also argue: 'It is the progressive increase in the productive capacity of the image in modern society, the increased density of the image, its lethality, the ubiquity and breadth of its coverage, that has pushed us into an entirely new society. It is precisely this new society that is profoundly affecting humanity's cultural life (Featherstone and Liu, 2000).

Poetry is the historical experience and spiritual quality that carries the 5,000-year-old culture of the Chinese nation, and it is an important part of the excellent traditional Chinese culture, the inheritance of which is one of the important tasks in the cultural construction of contemporary China that should not be delayed. In recent years, user groups active on

social platforms have provided more opportunities for the contemporary dissemination of ancient poetry, offering a variety of dissemination methods. As a global short-form video platform with a large user base across all age groups, TikTok has 1.071 billion monthly active users as of October 2024 (Quest Moile, 2024). It is one of the most popular short video platforms in China and a typical research object among short video platforms. In this paper, we take the short videos of ancient poems on the TikTok platform as our research object. The purpose of this study is to find out the unique advantages of the brevity of short videos in cultural communication. Do different types of poetic content have different degrees of influence on the audience's cultural identity? How do the multimodal communication modes and the different types of poetic content on TikTok together influence the cultural identity of the audience?

2 LITERATURE REVIEW

Short video is an important medium of the mobile Internet, deeply embedded in people's daily lives. The short video medium advocates user participation to

drive the operation of the platform and construct a participatory culture. Henry Jenkins first proposed 'participatory culture' in his study of fan culture (Jenkins, 2009). It is also seen as a core social and cultural skill for young people today to participate in new media. Participation in culture is a long tradition of human community life, and short video media technology provides more opportunities, motivation, and possibilities for people to participate in culture. Short-form media technology provides ordinary users with richer and more diversified opportunities and channels for expression, enabling grassroots and amateur forms of expression to gain more and more attention, and strengthening people's cultural participation. Chasar argues that new media technologies (from the magic lamp of the nineteenth century to the Instagram of today) continue to reshape poetry. These technologies have not only the way poetry is created but also the way it is presented and distributed, shifting the experience of poetry from text-based engagement to multimodal, visual expression. Digital media technology breathes new life into traditional poetry and enhances the cultural experience and engagement of audiences through multimodal communication (Chasar, 2020). The study in the *Journal of Arts Research and Education* combines poetry interpretation with innovations in clone music education and proposes a traditional music teaching model for students in the Z era, which has strong pedagogical implications, reflecting the fact that the combination of poetry and music can stimulate the younger generation's interest in and identification with traditional culture (Supiarza and Sarbeni, 2021). Digitalisation has changed the way poetry is created and distributed, making it more interactive, fragmented, and multi-media. This shift has challenged the traditional 'classical' definition of poetry, particularly its literal, authorial reading. Poetry in the digital age is not only an expression of literature, but also part of cultural production and social interaction, becoming the intersection of individual expression and social media in the online environment. But culture is identified with both the form of communication and the quality of the content. Through the fragmented method of communication, short poetry videos face the challenge of insufficient depth of content while increasing the efficiency of cultural communication (Benthien, 2020). New media platforms, such as short videos and live broadcasts, can help classical poetry break through the limitations of traditional communication media and attract the audience's favor. The content of communication should be combined with modern contexts so that traditional poetry and culture can be

linked to contemporary cultural and social life (Jin, 2024). Therefore, traditional poetry communication can be innovated through modern technology, especially in combination with visual content and recommendation algorithms on social media, to increase users' interest and engagement with classical poetry (Zhang et al., 2019). The study points out that the length advantage of short videos fits in well with the fragmented time needs of modern people. At the same time, the multimodal mode of communication enhances the expressiveness of cultural content, making cultural communication more interesting and attractive.

At present, cultural communication in digital media is more concerned with the dissemination of public events, and traditional culture, represented by ancient poetry, is less involved in short video communication. Ancient poetry, as a treasure of China's excellent traditional culture, "the memory impression of the unique Chinese traditional temperament and aesthetic experience in the digital space examination" helps to clarify the dissemination mechanism of Chinese traditional culture in the digital space (Yang, 2015).

3 RESEARCH METHOD

The protocol design of this study used the questionnaire survey method and word frequency analysis to ensure the scientificity and validity of the study, which analyzed 146 data samples for exploratory and validation factors to examine ShakeEn users' perceptions of poetry-based short videos. A further 1,000 comment data from 50 short videos related to poetry on the TikTok platform were collected to provide a basis for word frequency analysis.

Questionnaire data were analyzed using SPSS for exploratory and validation analyses. Commentary data were analyzed using word frequency analysis to extract high-frequency words and to explore audience emotional feedback and cultural identity performance to different types of poetic content.

4 RESEARCH RESULT

4.1 Advantages of 'Short' Video in Cultural Communication

Questionnaire data shows that 79.86% of respondents believe that the short duration of short videos can help

to gain information efficiently, particularly for viewing with fragmented time. About 83.33% of the respondents preferred videos of less than 3 minutes, which shows that the communication method of short videos fits the life rhythm of modern audiences. In addition, the highly interactive nature of short videos, such as liking, commenting, and sharing, brings

viewers closer to the content and enhances the dissemination of cultural content.

4.2 The Impact of Different Types of Poetry on Cultural Identity

Table 1. Users' preferences for different types of poetry

		Response		Percentage of cases
		Number cases	Percentage	
8. Your favourite type of poetry: (multiple choice)	Idylls (e.g. 'Return to the Garden')	109	25.0%	74.6%
	Border Poetry (e.g. 'To the Frontier')	79	12.7%	54.1%
	Love poems (e.g. 'Yearning')	49	36.4%	33.5%
	Nostalgic Poetry (e.g. Reminiscing About Red Cliff)	50	25.8%	34.2%
	other	2	1.39%	0.01%
Total		289	100.0%	196.41%

a. The value 1 was used to tabulate the subgroups.



Alt Text for Graphical Figure: A colorful word cloud of high-frequency words from comment sections of short poetic videos. Prominent words include “Tear,” “Just,” “One,” “Like,” “Time,” and “Really.” Other visible terms are associated with emotions, culture, and classical Chinese poetry themes, such as “Human world,” “Green clouds”, “Youth travel,” and “Li Bai.”

Figure 1. High frequency words in the comment section of short poetic videos.

Figure 1 and Table 1 of the survey results show that different genres of poetry show sharp divergences at the level of communicative influence and cultural consensus: Idyll poetry is quite popular on short video platforms, with 'flowers', 'water towns', 'blue mountains' and 'golden laurel' often appearing in idyllic poetry. The combination of idyllic scenery and

imagery has made this type of video popular with 75.69% of respondents, reflecting the charm of natural scenery and rural life. Idyllic poems are mostly combined with serene nature and soft melodies to form distinctive images and strong generations, thus achieving the most outstanding average number of likes. The result shows significant

strength in strengthening the cultural identity of viewers, and the popularity of idyllic short videos is closely related to the universality of the theme. It brings the serenity of 'transcendence of reality' to modern life, allowing listeners to briefly escape the chaos of the city and experience the charm of nature through the use of poetry. In the short video of China's idyll, "Rain in Jiangnan" and "Peach Blossoms in Spring" have become the focus. Aerial photography and slow-motion technology make the images as beautiful as ink scrolls, giving viewers the feeling of being in the realm, and the experience greatly enhances the dissemination of the poems and the national identity of belonging to traditional culture.

54.86% of the respondents fell in love with the Frontier Fortress poem, whose communicative effect is extraordinary, ranked second in the poems, such poems with majestic border scenery, a heroic military career as the soul, visual and auditory fusion, easy to form the sense of powerful. High-frequency words such as 'desert' and 'poplar' reflect the public's preference for their unique images. In the short video industry, the effect of the presentation of the frontier fortress poem relies heavily on the visual impact of its distinctive expressiveness, and the sketch of the desert and the Gobi, and most of these videos show a patriotic sentiment. Patriotic sentiment and enhance the national sense of identity with Chinese culture.

Love poetry is a genre of poetry that focuses on sentiment and its commonly used words such as 'lovesickness' and 'beautiful woman' highlight the emotional resonance of love poetry that touches people's hearts, and its cultural identity effect is similar to that of wistful poetry, with 34.03% of respondents having a preference for this type of poetry. In short videos, love poems often convey delicate emotions through beautiful images and moving melodies, and producers often use rhetorical lyrics to subtly touch the viewer's mind. Love poems have sparked heated discussions in the comments section. Love poems rarely touch on family and national feelings and historical veins, and their cultural identity is relatively weak, so artists can explore the intertwining of personal feelings and historical backgrounds, analyze the historical veins of poetry creation, and strengthen cultural cohesion.

In the short video, nostalgic poems also show the depth of cultural identity, nostalgic poems, 'Zhang Ruoxu' and 'Yellow Crane Tower' appear frequently, Highlighting the great advantage of creating cultural trust through historical figures and places of interest, 34.72% of respondents gave high approval to this type of video. The historical poems emphasize the sense of history and the precipitation of time, and

these characteristics are reinforced by multiple channels of dissemination. The short film on the theme of "Separation on the River Kiang" is often accompanied by a panoramic view of the majestic Yellow Crane Tower and a melodious guqin melody, igniting the fire of national pride in the viewers, Nostalgic poems often focus on historical allusions and legends, and these elements are explained through voice-overs and subtitles, giving the audience an easy insight into the deeper philosophies of the poems.

4.3 Effects of Multimodal Propagation

The study shows that combining the visual and auditory senses enhances the cultural impact of short videos. 75 percent of respondents paid the most attention to the graphic design and 50 percent felt that background music enhanced the poetic mood. The additional content of the narration helps the audience to understand the connotation of the poems more deeply, and the multimodal communication makes the dissemination of traditional culture more attractive. The high frequency of the words 'dubbing' and 'picture' in the word frequency analysis further confirms this point.

5 DISCUSSION

5.1 Advantages and Limitations of Short Video Communication Formats

The "short duration" feature of short videos and the fragmented dissemination greatly reduce the threshold of cultural communication, allowing the audience to understand the connotation of poetry in a short time, especially in the short video of idyllic scenery, the interweaving of poetic landscape paintings, which can directly show the mood of the poems, and then attract a lot of attention. The trend of entertainment of cultural content is obvious, and the depth of cultural communication may be lacking shortages, creators need to take into account the cultural connotation and entertainment in the layout of content, to ensure cultural identity, avoid shallow content, and the interaction in the comment section highlights the importance of cultural communication. The platform builds a bridge of interaction and communication for the audience, which not only expands the boundaries of the dissemination of short video content, but also empowers users to participate

in the cultural feast, and participants can discuss with authors and other netizens to deepen their impression of cultural information. The comment section of Nostalgic Poetry often seems to share the best words of history, and this interaction greatly expands the dissemination of cultural depth and greatly strengthens the national identity of viewers. Platform regulators need to review and adjust the diversity of comments to maintain the positive energy of spreading positive discourse.

5.2 Suggestions for Improving the Effectiveness of Poetry Communication

If the effectiveness of Nostalgic poetry dissemination is not good, try to use modern visual technology and background music combination, so that the passionate emotions and heavy historical background shine with a new attitude, to attract a large number of people's pursuit, and strive to poetry dissemination to touch the spirit of the core, the three ways to let the platform creators to disseminate the effect of the next level: The platform can create an exclusive theme page to make it easier for viewers to quickly identify the short videos related to different genres of poetry, thereby increasing their love for ancient poetry. Creators are able to create eye-catching copy that allows you, the users, to express your personal opinions in the comments section, increasing the heat value of the topic. The interface achieves personalized display, expands the dissemination of cultural knowledge, enhances the user's memory level, reasonably improves the exposure of various cultural materials, breaks the single pattern of content, provides flow support for creators who inherit the excellent traditional Chinese culture, and strives to give a glimpse of the whole picture to a wider group of users.

5.3 The Role of Multimodal Communication in Cultural Identity

Multimodal communication greatly enhances the quality of the audience's immersive experience, the fusion of sight, sound, and narration, and the obvious advance in the effectiveness of cultural presentation, especially the perfect match between the combination of sound and image, which arouses the audience's urge to watch and enhances their understanding of the emotional connotations of the poems. Users will be inspired to continue watching after different music and images, then they will go to search for related

topics and phrases, which will strengthen the audience's access to information, and may also watch more related documentaries or books to improve their knowledge of the background of ancient poems, thus achieving the effect of efficient cultural dissemination.

6 CONCLUSION

Classical poetry is the core content of Chinese culture, and the fertile cultural soil of classical poetry has nurtured countless children of the Yellow Emperor. In the present era, the channels of classical poetry dissemination have become more complicated and diversified, and the traditional media reflects the new media era, so this study reveals the new trend. The 'short duration' characteristics of short videos and multimodal communication channels converge to achieve significant results in the promotion of traditional culture, the role of different types of poetic themes in the sense of cultural identity varies significantly, and idyllic and borderline works are more likely to evoke cultural resonance.

As the Internet wave sweeps across the world, the forms of communication of Chinese cultural heritage are changing day by day, the legacy of ancient poetry is expanding into a new space, and future academic discussions will focus on exploring the psychological effects of short videos on audiences of different cultures. Constructing a reference matrix for the digital dissemination of traditional culture, as well as focusing on the shortcomings of short video platforms in disseminating poetic content and the loss of spiritual core caused by excessive attention to form.

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