

# Efficacy Analysis of Online Short Video Transmission of "Xunxian Ancient Temple Fair" during the Epidemic

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## Abstract

Take the short video of "Xunxian Ancient Temple Fair" on the two social platforms of "Tik Tok" and "Kaishou" as an example to discuss the effectiveness, existing problems and improvement measures of using short videos to protect and spread intangible cultural heritage online during the epidemic. The rapid dissemination of short videos can enhance the younger generation's understanding of intangible cultural heritage, increase the awareness of intangible cultural heritage protection and an effective means of accelerating the transfer of intangible cultural heritage, and achieve good social and economic benefits. However, there are also problems such as fragmentation, ritualization, uneven quality, and absence of non-genetic inheritors. It needs to be optimized in terms of production technology, content narrative, real-life scenarios, etc., to make it more targeted and effective in current intangible heritage protection and dissemination activities.

## Keywords

"Xunxian Ancient Temple Fair"; Short Video; Transmission.

## 1. Introduction

This article takes the short video on the theme of the ancient temple fair in Xunxian County on the two major platforms of Tiktok and Kuaishou, which has hundreds of millions of users among young people during the epidemic, as an example. Viewer's interactive evaluation, the number of likes, etc., discuss the efficacy and role of using short videos in the protection and dissemination of intangible cultural heritage during the epidemic, analyze its existing problems, and propose effective solutions for the relevant government culture Refer to the department when formulating public policies.

## 2. Overview of the Short Video Status of the Ancient Temple Fair in Xunxian County on Social Platforms

The ancient temple fair in Xunxian County has a long history of 1,600 years; it is large in scale, visited by millions of people every year, and has an important influence on the etiquette and festival life of the people in the surrounding four provinces of Shanxi, Hebei, Shandong and Henan. With the development of new media technology in recent years, young and middle-aged groups, while visiting temple fairs, spontaneously use mobile phones to post short videos of intangible cultural heritage performances they see on social platforms, which has accelerated and promoted the effectiveness of intangible cultural heritage on the Internet. The cultural department of the government has also concentrated its efforts, with a dedicated person in charge, consciously using social platforms to publish intangible cultural heritage video information related to the ancient temple fair in Xunxian County, and has achieved certain results. Enter "Xunxian Ancient Temple Fair" on "Tik Tok" and searched thousands of short videos. Among them, the broadcaster named "China [Hebi Jun County Temple Fair] Folk Art and Cultural Society Huo", Douyin number: kj1012, the data shows that he is 35 years old and his

native place is Hebi City, Henan. A total of 218 short videos were posted online, covering folk entertainment activities with folk characteristics such as Back Pavilion, Stilts, Big Buddha Mountain, Bamboo Horse, etc., which were liked 49,000 times, followed by 18 people and 6,540 fans. Among them, the highest number of likes is as high as 6,998, 130 comments, and 371 short videos reposted. The main content is: "Zhifang Street Stilt Team". On the street where gongs and drums are beaten, a team member wearing a red performance uniform landed on the ground from three heads with bare hands and one from between the legs apart. Jumped over, everyone shouted, about 2 minutes of video.

A total of 130 comments below the video can be divided into three categories: one is to express appreciation for the performers' difficult performances. Such as "Real Kung Fu, Pay Attention to Safety", "Bon Boom Boom", "One minute on stage, ten years of work off stage", "What a genius", "There are too many folk masters, I will give you a thumbs up", etc.; It expresses regret for not being able to see Shehuo this year, such as "Oh, I won't go to see Shehuo this year. It will be more exciting on mobile phones. The three types are concerns about the status quo of the inheritance of intangible cultural heritage Shehuo. For example, "A lot now. Everything is lost, which is a pity. "(Username "dissolves in reality"), such as "Chinese folk culture is really extensive and profound and has a long history! Stunt show! Inherit the essence of culture! ", "The stilts in our Jiaji Village are about to be lost. "(Screen name: Morning Sun) etc. These Commentators participate in the ecological chain of intangible cultural heritage communication, forming a unique network landscape of intangible cultural heritage communication.

Ranked second in the number of likes is the unique program "Back Pavilion" at the Xunxian Temple Fair, the Xunxian Shehuo, and the Xunxian Folk Culture Festival. The main content of the video description is that during the annual Spring Festival celebrations in previous years, on a street surrounded by antique buildings in the ancient city of Xun County, there were gongs and drums banging, and there were elderly people and adults holding children wearing woolen hats and others. Four middle-aged men in yellow clothes, each carrying a 5 or 6-year-old child wearing blue, red, purple, pink costumes and flower crowns on their shoulders, the fifth in the performance team. The man carried a khaki costume on his shoulders with a Monkey King mask painted on his face, standing on his feet inside a heart-shaped ornament woven from green branches, and performing at a circular pace in the center of the crowd.

The "Xunxian New Year Old Temple Fair in Xunxian County-Nanshan Worship" (2017) released by "YunshangXun County" (2017), from a bird's-eye perspective, using aerial photography techniques, a panoramic view of the performance of the Xunxian ancient temple fair during the first month of the year. The video shows the panorama of the temple fair to the fullest. Against the background of rows of gray walls and blue tiles with northern characteristics, in the circular square in the middle, tens of thousands of people are on both sides of the street, watching a variety of emerald green, bright red, and bright yellow performance costumes. The folk performances of the dancers include fan dances, lion dances, stilts, etc., crowded with people, gongs and drums, and the lively scene of the ancient temple fair in Jun County is reproduced in a panoramic landscape.

The actor on stilts lands on the red carpet in the splits and stands on one foot after turning somersaults. In the comment group, there are "My hometown in Dajun County! I haven't seen this picture for more than 30 years! Tears are running...", "What a familiar voice", "Is from Jun County", "I miss my hometown so much." "Gu Hui", "How do you look like people in my village" (Zhang Xinhong evaluation). Such as: I was born with folk culture from the folks. This is a cultural treasure that the Chinese nation has inherited for thousands of years... Not to mention, I'm going to a million. Under the video of "The First Drum of the Seventy-year-old Old Association", there are comments "Undiminished from the courage of the past, awesome!"

In the short video of "The Widows of the Yang Family with Bamboo Horses", there is a leader in front of the team wearing a black tuxedo with a wide white belt around his waist, heavy red and

white makeup on his face, a black melon-shaped hat on his head, and his hands raised. A triangular yellow flag embroidered with a dragon-shaped pattern with red threads. The left hand flag is behind you, and the right hand holds the yellow flag high. The flag dances up and down in accordance with the rhythm of the drums. The four rows behind are instructed to wear various opera costumes and flower crowns. A scene where the team members with heavy makeup and riding bamboo horses make a variety of actions uniformly.

On another social platform "Kaishou", there are also many short videos of the ancient temple fair in Xunxian County. "Butterfly on stilts in Donghou Street, Xun County", a man in blue clothes, holding a blue fan and a green fan, surrounded by the crowd, followed the drumbeat of Dong Dong Qiang, and made a variety of things. Turn over and fall down and so on. The scene of the people burning incense and praying for blessing in the Jade Emperor Pavilion, the introduction of the Big Buddha in Dabaishan, etc. In the five-minute short video of "Beiguan Pangu in Jun County, Henan", there are about 20 young women wearing red, yellow, and white clothes with traditional drums around their waists. Under the command of the "meeting leader" with red cloth tape on his head and a red flag in hand, his clothes, pants, yellow vest, and the red flag in his hand, constantly change the formation, sometimes round, sometimes square, and then divided into four and five people in a circle. The team, the team is neat, the drums are strong, and the rhythm is cheerful.

### **3. Analysis on the Status of Short Videos of Ancient Temple Fairs in Xunxian County**

#### **3.1. Fragmented Scenes, Failing to Show the Full Picture**

Short videos are mostly "short" between 3-5 minutes. The videos produced are displayed in fragmented scenes. The photographers intentionally choose to perform and concentrate on the wonderful moments of the intangible cultural heritage activities. The whole process of cultural heritage activities from production to performance and end. The goal of rapid dissemination was achieved, but it was only a flash in the pan, and was quickly covered and submerged by massive amounts of information, and lacked in-depth, comprehensive, and comprehensive reports.

#### **3.2. Short Videos Vary from Good to Bad, and the Quality Needs to be Improved**

The Xunxian Temple Fair short videos on the two social platforms have a panoramic view of high-quality short videos that have been liked tens of thousands of times. They are still filled with a large number of short videos taken from the heart of the people, reflecting the people's love for intangible heritage. , Enthusiasm, and actively spread the awareness of intangible heritage protection. From the perspective of shooting angles, video quality, playback effects, sound effects, etc., the quality is uneven, good and bad, and most of them are played less frequently. Relevant departments should encourage the people's enthusiasm for shooting videos spontaneously. In the video, they innocently express their pride and pride that their hometown of Xunxian has a rich variety of intangible cultural heritage. The social platform has such a large number of people to truly record their lives. The "Taste of Earth" video has gained more attention and appreciation. Provide professional skills training for non-genetic inheritors and short video shooters who are particularly enthusiastic and popular to improve the video production skills of communicators and optimize video quality. A series of short videos filmed by the screen name "Rural Spicy Sister" show and explain the ancient city walls of Xunxian County, the night view of Xunxian County, and Nigugu, etc., which not only caters to the viewing needs of the public, but also disseminates in local local languages. The knowledge of intangible cultural heritage is suitable for all ages.

The protection and dissemination of intangible cultural heritage lies not only in protecting the intangible cultural heritage itself, but also the key to the artistic presentation of intangible cultural heritage as a human production activity through short videos. Civilized living conditions are shown in ceremonial and staged performance procedures through intangible cultural heritage expressions. What is shown in intangible cultural heritage performances is interacting with the "people" and the special "places" on which they depend. The protection of the good interaction and harmonious relationship of dependence. Intangible cultural heritage short videos show the real life and spiritual state of people who have lived in Junxian County and even the Central Plains nourished by the Yellow River for thousands of years. They are not conceptual and facial symbols. Symbol, but a living, flesh and blood existence. In the short video, we saw babies from babbles to elderly people who were deeply immersed in the performances of folk activities during the festival. In watching, listening, and touching, we see people and people through things. Seeing the country, seeing their love for life, the deep touch of the nourishment of this land, the pursuit and hope for a better world in the future, and intuitively feel the spiritual joy and joy of the people on this land brought by intangible cultural heritage activities. Psychological satisfaction, as well as the life consciousness and ideal pursuit sublimated from daily life, this is the true touch from the heart, this is the light of inner life born from the cultural roots that stretches for thousands of years.

#### 4. Conclusion

For intangible cultural heritage to occupy a place in the daily lives of the younger generation and to be effectively passed on, it must use the power of modern new media to rapidly spread, activate, and retain image memories through modern technology. However, to make full use of the advantages of intangible cultural heritage short videos and make them bigger and stronger requires careful design and overall planning by relevant departments. The short video should fully display the essence of intangible cultural heritage activities within a limited time. The work should capture the core, classic, important, and wonderful details of the intangible cultural heritage performance process, and streamline, intercept, condense and refine. Short videos must not only be recorded intuitively through images, but if they can integrate the narrative concept into production and communication through the design of characterization, plot paving, and the story It will enhance the breadth and effectiveness of short videos in the protection and dissemination of intangible cultural heritage. Short videos will not only help to strengthen the tourism + intangible cultural heritage communication model, but will also become an effective means to promote rural revitalization and intangible cultural heritage poverty alleviation.

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