

# Brief Analysis of the Short Video Communication Strategy of "Xiaogang Story"

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## ABSTRACT

"Xiaogang Story" is the story of Xiaogang Village and a portrayal of China's rural reform process over the past 44 years. Starting from the perspective of the red countryside, this article innovatively constructs the content of the short video "Xiaogang Story" based on historical records and "Xiaogang Spirit", and studies the content narrative of the short video communication of "Xiaogang Story" with the mass media interaction model as the main axis. With production, communication channels, recipients, communication effects and optimization mechanisms, explore the path and situation of the short video communication of "Xiaogang Story", with a view to making constructive strategies for the media communication of "Xiaogang Story" in the new era of socialism nature, forward-looking, practical thinking and guidance, and give full play to the high-energy motivation and mission of the "Xiaogang Spirit".

## KEYWORDS

Xiaogang Spirit Short Video Communication; Rural Revitalization Communication Strategy; Development.

## 1. THE NECESSITY OF SPREADING THE SHORT VIDEO OF "XIAOGANG STORY"

In 1978, 18 villagers in Xiaogang Village, Fengyang, Anhui Province, with the determination to "support orphans" promoted the introduction of the household contract responsibility system, which was the starting point of China's rural reform. In the 40 years of rural reform and development practice, the "big contract spirit" centered on "dare to venture, dare to try, and dare to be the first" has gradually enriched into the "xiaogang spirit" centered on "dare to create, dare to take responsibility, and dare to struggle". It has become a core element of rural revitalization. In April 2016, when General Secretary Xi Jinping visited Xiaogang Village for investigation, he reviewed and reinterpreted the "Xiaogang Spirit": In the new era of socialism, it is necessary to construct and apply the new value of the "Xiaogang Spirit" from a development perspective. , continue to exert its high-energy motivation and mission.

At present, China's Internet short video users have exceeded one billion, and the Internet has become an important starting point for rural revitalization. The astonishing popularity of the short video platform has made it the main position of the "people's public opinion field". At the same time, emotional communication constructed by storytelling It can arouse strong emotional resonance and spiritual communication among the audience [1]. Therefore, the research object of this article is the path strategy for the production, dissemination and innovation of "Xiaogang Stories" in the form of short videos: First, the short video production "theme first", the construction of short videos in Xiaogang Village must closely follow the "Xiaogang Story" The core theme of "Story" firmly grasps the spirit of Xiaogang, and content production must grasp the central theme. Secondly, the short video

communication process is a "one-to-many" dynamic "interaction" process [2], and the analysis of recipients and effects should be the center of research on the communication process. Finally, the short video platform is both a communication subject and a production tool, where the reproduction and innovation of "Xiaogang Story" resides. Therefore, this article does not only take the media communication process of objective entities as the research ontology, but focuses on the entire process of "production and marketing" of the "Xiaogang Story" short video content to explore its communication strategy.

## **2. RESEARCH STATUS OF "XIAOGANG STORY"**

At present, there is not much research on Xiaogang's short video communication strategies, and there are very few results and materials for reference. More focus is on the content interpretation of Xiaogang's spirit. In the new era, technological empowerment enables "Xiaogang Stories" to be disseminated from multiple angles and in all directions through the Internet media. The increasingly popular red rural themes on short video social platforms have opened up opportunities for "Xiaogang Stories" to enter the homes of ordinary people.

The foundation of "Xiaogang Story" lies in the study of real history. Qi Wei (1999), Chen Guidi (2009), Chuntao (2009), Jia Hongbin (2018) and other scholars described the 40-year reform and innovation process of Xiaogang Village based on factual investigations, and used specific time nodes to explain how a small village's secret actions step by step It has evolved into a major political issue; today's Xiaogang Village has followed the trend of the times and begun to implement the "Internet + large contract" development model, and a new story is being written [3].

The core of "Xiaogang Story" lies in the "Xiaogang Spirit". Foreign scholar Sam Davies analyzed the reform path of Xiaogang Village and the innovative continuation of the connotation of "Xiaogang Spirit" from a unique perspective; while domestic scholars such as Chen Xinyu (2018), Zhang Lei (2019), and Zheng Yulian (2020) studied "The formation background, scientific connotation, logical evolution, contemporary connotation and contemporary value of "Xiaogang Spirit". The joint research group of Xiaogang Village Party Committee and People's Think Tank in Fengyang County, Anhui Province (2021) used real data to study the connotation, significance, inheritance and innovation of the "Xiaogang Spirit" in the new era.

In the form of "Xiaogang Story", it relies on short videos to spread. The interactive narrative model of short video "dual centers of transmission and reception" provides convenience for the construction of the red cultural public opinion field, and will undoubtedly become an important position for the dissemination of red culture [4]. At present, there is not much research on the media communication of "Xiaogang Story" in the academic circle, especially the communication of short videos. Scholars such as Zeng Zhenhua (2008), Wang Yulong (2019), Cui Yan (2021) have not directly studied "Xiaogang Story Communication" However, its research on the use of short videos and other online media resources to "down-to-earthly" convey red stories can provide a theoretical basis for research.

## **3. 5W PROPAGATION MODE ANALYSIS**

The "Xiaogang Story" short video has the dual attributes of "red spirit" and "rural revitalization", and its dissemination follows the five basic components of mass media communication, namely the 5W elements. Therefore, each subject of the communication process must be clarified before constructing a communication strategy.

1) Who: The dissemination of red spirit is often controlled by the government, and media use often relies on mainstream media such as CCTV broadcasts and party and government newspapers. In an era where everyone has a microphone, the popularity of short video platforms has gradually increased

the public's right to speak [5]. Ordinary people can also become the disseminators of "Xiaogang Stories". Therefore, separate research on private and official matters is needed.

2) Say what: Clarify the content and information of the short video. "Xiaogang Stories" needs to adhere to the theme-first principle. When spreading the Xiaogang spirit, it must cover its core connotation, historical background, reform stories, cases and practices related to real life, etc., and explore materials from multiple angles to achieve content innovation.

3) In which channel: Choose the appropriate communication channel and platform. New media platforms are currently the main place for young people to obtain information, but they also face a series of disadvantages such as "current restrictions", homogenization of content, and information cocooning [6]. Therefore, before choosing a communication channel, it is necessary to fully investigate audience preferences, coordinate online and offline delivery methods, and achieve precise communication.

4) To whom: In research on recipients, ordinary people often serve as the main subjects of media education. Short videos have enriched the form of people's "online political inquiry" and expanded the audience from the private sector to the official. It is necessary to coordinate the two major communication entities of the "Xiaogang Story" short video, establish a communication relationship between the two parties, and effectively avoid the collision of the "two public opinion fields."

5) With what effect: Clarify the purpose and significance of communication, and play the role of inheriting red culture, stimulating national pride, promoting revolutionary spirit, promoting youth growth and social progress.

#### **4. CONSTRUCTION OF SHORT VIDEO COMMUNICATION STRATEGY FOR "XIAOGANG STORY"**

Based on the analysis of the 5W communication model of the "Xiaogang Story" short video, we can divide the communication strategy into four parts: communication content, recipients, platform selection and effect feedback, specifically including the content of the "Xiaogang Story" short video production process Innovate construction, analyze the implementation paths of each component in the communication process, and explore the strategy optimization mechanism based on effect feedback.

First, innovate the content production of the "Xiaogang Story" short video. The production of short video content not only needs to be in line with contemporary mainstream values, but also needs to be "down-to-earth". First of all, the "Xiaogang Story" short video must first take "Xiaogang Spirit" as the core of the content, and use big data technology to effectively capture Internet hot spots and public opinion information and summarize them to provide inspiration for communicators; secondly, fully explore Documentary and historical materials display the red scenic spots and historical records in the village, combined with elements such as rural agricultural products and natural beauty; finally, based on the interests of different audiences in watching short videos, multiple video themes such as online short dramas, historical documentaries, and music videos are set up [ 7]. Youth are the main force in the development of the times. The dissemination of Xiaogang spirit must ultimately focus on the youth group, fully attract the interest of young people, and innovate and construct a new model of "Xiaogang story" communication.

Second, expand the recipients of the "Xiaogang Story" short video. Under the new media, the dissemination of "Xiaogang Stories" no longer relies solely on local cultural tourism and village committees, but can also be shared by Xiaogang villagers, tourists and other common people groups; the target audience can include college, middle and primary school students, red culture enthusiasts, historical For enthusiasts, etc., the official can launch activities such as "Knowledge Solitaire" and

"Video Check-in", or provide appropriate creative rewards for relevant videos published by the public, so as to fully attract ordinary people to participate in the promotion of Xiaogang spirit.

Third, the choice of delivery platform for the "Xiaogang Story" short video. In offline channels, station billboards, street walls, supermarket promotional screens, etc. can be used as main promotional channels. On online platforms, leading short video platforms such as Douyin, Kuaishou, and Xigua have attracted the vast majority of short video users. In addition, major social platforms such as "Two WeChat and One Terminal (WeChat, Weibo, Client)" have launched short video functions to enrich their social attributes and serve as another major platform for video delivery.

Fourth, optimize the effect feedback of the "Xiaogang Story" short video. Today's phenomena such as the pan-entertainment of short videos and the loss of mainstream media's voice have all added obstacles to the dissemination of "Xiaogang Stories". Under the "artificial intelligence +" trend, it is common to use various AI models for hotspot capture, content creation and distribution. The use of AI technology is not a one-time solution. The core of "human-machine collaboration" is still "people". The purpose of content production needs to be firmly grasped by the communicators themselves [8]. This requires us to rationally use artificial intelligence to assist communication and build an intelligent media platform. It can accurately grasp the media preferences of the audience, effectively deliver relevant promotion information of Xiaogang Village, and achieve precise dissemination [9].

## 5. CONCLUSION AND OUTLOOK

This article conceives and conducts research based on the media content production and communication model, deconstructs the communication path of the "Xiaogang Story" short video, and then summarizes it into four parts: communication content, recipients, platform selection and effect feedback, and explores its communication one by one. The basic logic, path, mechanism and strategy are intended to explore and practice the novel form of "Xiaogang Story" and the inheritance and innovation of "Xiaogang Spirit", and explore the path and situation of the short video dissemination of "Xiaogang Story". In the future, the "Xiaogang Story" short video can further expand and innovate with the help of the integrated development trend of red tourism, and use artificial intelligence technology to achieve more efficient and personalized communication; conduct cross-border cooperation with other fields to expand communication channels and methods, etc. Better exert its communication effect and social influence, promote the inheritance and development of red culture, inspire the people's patriotic enthusiasm and fighting spirit, and promote the dissemination and practice of socialist core values [10].

The reform and innovation of Xiaogang Village is still on the way, and the story of the "traveler" is yet to be continued. The future of Xiaogang Village will be written by the young generations.

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