

# A study of Douyin bugle, a poisonous tongue film from the perspective of narrative theory

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**Abstract.** In 2016, Douyin APP, which is based on the mobile Internet, rose rapidly as soon as it was launched, becoming one of the most popular short video platforms. Among all kinds of short video types, short video of film commentary type gradually occupies a place, with the short video industry competition to enter white-hot, some of the best UGC content creators are also slowly making the transition to more professional PGC-style professional operations. Among them, the poison tongue film follows the development of the times, gains a large number of fans with its unique narrative perspective and excellent production, and becomes a representative creator in this field. This study adopts the narrative theory perspective to conduct a thorough research on the douyin short video of the poisonous tongue movie. Based on the content analysis of Douyin account, this paper discusses how the account constructs and conveys information through narrative technique, and the influence of this information transmission on audience; cognition and emotion. The study found that the poisonous tongue film used a unique narrative strategy in the tiktok short video, including a well-designed plot structure, vivid and interesting characters, and simple and in-depth explanation of the truth, thus effectively attract the attention of the audience. At the same time, this paper also points out the possible problems brought about by this way of narration, such as excessive entertainment and information overload. This study not only enriches the applied research of narrative theory in the field of short video, but also provides beneficial enlightenment for content creators.

**Keywords:** Narrative theory; short video; snarky film.

## 1. The current situation of the development of the poisonous tongue film

### 1.1. The poisonous tongue film introduces

Since the establishment of Douyin account, the number of fans has shown a rapid growth trend. Through quality content and creativity, the account has attracted a large number of film-loving young people, and gradually accumulated a large fan base. At the end of 2019, the tongue-in-cheek film entered tiktok. Over the course of a year, the single account for the film “The poisonous tongue” has reached 47 million fans. It is the fifth-largest single account in terms of user size, with the people; daily and other state media leading the 2024, the film has 61.31 million fans. With the continuous development and expansion of the Douyin account of the poisonous film, its influence has gradually expanded. Its work has been widely retweeted, liked and reviewed, making it one of the best in the film category. At the same time, the film has also gained wide attention and recognition in other media platforms, which has laid a solid foundation for its influence in the film field. Although the Viper Film Douyin account in the development process has made some achievements, but also face many challenges and competitive pressure. With the continuous expansion of the short video market, more and more competitors emerge, all are competing for users; attention and time. In addition, the film also needs to face the challenges from content creation, Operation Management and so on, constantly improve the creation quality and operation efficiency, in order to maintain its competitive advantage on Douyin platform.

## **1.2. The rise of poisonous tongue film**

First, in order to meet the needs and tastes of different users, the film has carried out a variety of video content exploration. In addition to the film in-depth analysis and comments, the account also involves behind-the-scenes production of films, film culture, film recommendations and other aspects. This diversity of content strategy not only improves the visibility of the account, but also attracts more different types of user attention.

Second, the Douyin account of the poisonous tongue film pays great attention to the interaction with its fans. By replying to comments in a timely manner and organizing activities, it has increased the user; activity and participation. This kind of interaction makes fans feel valued and noticed, which further increases their loyalty to the account. At the same time, the promotion of interactive activity also helps accounts in Douyin platform to get more exposure and attention.

Third, after accumulating a certain number of fans and influence, the toxic tongue movie Douyin account also began to explore business models, trying to achieve commercial realization through a variety of ways. For example, the account works with film producers to promote new films, works with e-commerce platforms to recommend high-quality movie merchandise, and offers paid content and custom-made services. The exploration and expansion of these business models has brought more revenue sources for the film, but also to provide more valuable services to users.

Fourthly, the Douyin account of the poisonous tongue film also attaches great importance to the cooperation with other media platforms in the development process. Through cooperation with other well-known film public accounts and video platforms, we have jointly planned activities and shared resources to achieve mutual benefit and win-win results. This cross-platform approach not only expands the influence of the film, but also brings more business opportunities and partners. Finally, the film can accurately grasp the user; concern and interest in the film, with infectious language and expression to stimulate the user; resonance and emotional resonance. At the same time, the content is also good at setting suspense and guide user curiosity, so that users have a strong desire to watch and share. The content of the poisonous tongue film has its own distinctive features and sharp points of view. The unique narrative style and critical style have attracted a large number of users attention.

## **1.3. The short video dissemination form of the poisonous tongue film**

In the prevalence of short video, Douyin platform of the tongue-in-cheek film with its unique form of dissemination to emerge as a leader in the film and television accounts. Its short video is not only rich and diverse in content, but also accurate and efficient in communication strategy, popular with the majority of fans. Douyin first identified its target audience-fans who love movies and seek high-quality reviews. Based on this position, each of its short videos revolves around the film itself, but not simply retell the plot, but from a unique point of view, with sharp language to carry out in-depth analysis of the film. This kind of direct hit the heart of the film review way, quickly attracted a large number of fans attention, forming a strong word-of-mouth effect. In order to maintain the freshness and timeliness of the content, the film follows the film market dynamics, timely release of popular movies preview video parsing. Through in-depth mining trailer details and clues for the audience to reveal in advance the film; attractions and highlights. At the same time, it is also good at revealing behind-the-scenes gossip stories, satisfy the curiosity of movie fans, further enhancing the appeal of the account. In addition to reviews and hot-spot tracking, the film also focuses on the diversity and fun of content. It has launched a retrospective series of video, leading the audience to revisit those far-reaching classic films, feeling the eternal charm of film art. In addition, also created a series of interesting short video, with a relaxed and humorous way to present film-related interesting topics and knowledge points, so that the audience in the entertainment to increase knowledge.

## **2. Narrative strategy analysis of the poisonous tongue film**

### **2.1. Narrative content analysis of the poisonous tongue film**

High-scoring films to a certain extent represents the audience and professional judges of the film quality recognition. The choice of high-scoring films to explain, can ensure that the relatively high quality of content to meet the audience; demand for high-quality film content. For example, “The parasite,” an early release of “The snarky movie,” was the poster child for high-scoring work, winning four awards in a row at the Academy Awards on Feb. . High-scoring films as the creative theme of content can not only guarantee the quality of its content, often the audience; acceptance is also relatively high. High-scoring films tend to have a high degree of attention and heat, choose these films for commentary can increase the exposure and discussion of the content, to attract more audience attention and participation. High-scoring films often have a deep story, superb acting and excellent production level, the choice of these films for commentary can dig into the content and value of the film, for the audience to provide more in-depth interpretation and thinking. In the movie “I am not the medicine God”, the “Sharp tongue movie” depicts the transformation process of the protagonist Cheng Yong from the image of profiteer in his early days to that of “Medicine God” in his later years, about the hero in the experience of Lao Lu, Huang Mao, Sihui experience under the realization of the mask, from the original “I want money” to the end “He just wants to live, what is his sin”, deeply caused the resonance of the audience, digging the deeper meaning behind the film.

Big-budget movies tend to have high visibility and influence, and choosing these movies for commentary can attract more audience attention and increase the exposure of the account. And other big-budget movie choices can often produce greater influence and attention. The large-scale movie often invests in the visual effect, has the more shocking picture expressive force, this may provide the rich material and the background for the explanation content, increases the audience; movie-viewing experience. Large-scale movies often have a relatively complex plot and character set, the choice of these films to explain the story can provide the audience with more rich plot and character images, increase the visibility and depth of the narrative content. For example, in “Wreaths at the Foot of the Mountain”, Zhao Mengsheng of the second generation, the commander of the ninth company, and Lao Jin, who is outspoken but brave and upright, have different characters, but the fullness of character opens up more possibilities for film commentary. These films are often more able to meet the tastes and preferences of the audience, the choice of these films for commentary can better meet market demand, improve audience satisfaction and loyalty.

The real-time hot movie often has the extremely high attention and the topic sex at that time, chooses these movie to carry on the commentary to be able to quickly attract the audience; eyeball, enhances the account the visibility and the influence. The real-time hot-spot movies relate to the current social hot-spot and current affairs topic, choosing these movies to explain can provide fresh and timely content, satisfy the audience; attention and discussion demand to the hot-spot topic. At the beginning of the 2023 year, for example, the rise of CHATGPT was widely discussed around the world, followed by the release of a commentary for “I, robot” by “The tongue movie.”, although the film was made in 2004, current developments in artificial intelligence have made people think. Real-time hot movies often represent current pop culture and values, and choosing these movies to be narrated can keep up with the trend and cater to the tastes and aesthetic needs of young audiences. The films of real-time hot spots may involve social issues or controversial topics, and the choice of these films to explain can trigger the audience; thinking and discussion, help to guide public opinion, promote social progress and civilization development. The film “Firm as a rock” is not only a portrayal of a “Black boss”, but also a true reflection of the social “Fight against gangsters, crime and corruption”, this kind of movie can often promote the audience to think more deeply, achieve the effect of giving back to the society.

## **2.2. Narrative discourse analysis of the poisonous tongue film**

In the content selection, the film follows the hot market and audience interest, select the most topical and discussion of the film review. At the same time, it also pays attention to excavate the classic old film and the unpopular good work, provides the diversification for the audience to watch the movie choice. This flexible content selection strategy, so that the film can always keep the content of the fresh and attractive. The Art of language is one of the keys to the success of the poisonous tongue film. The language in the video is sharp and humorous, able to point out the merits and demerits of the film without losing wit and wit. This unique language style not only let the audience get the pleasure of watching the movie in laughter, but also let them have more in-depth thinking and understanding of the movie. In the narrative process, the film is good at through the construction of emotional resonance to close the distance with the audience. Whether the movie plot of the empathy, or the fate of the deep concern for the role, the audience can find their own shadow in the video.

## **3. The narrative problems and development suggestions of the poisonous tongue film**

### **3.1. the hidden trouble caused by the account narration of the poisonous tongue film**

Due to the lack of deep thinking when the audience consume the content quickly, it may lead to the superficial understanding of the information, and can not dig its connotation and value. This may lead to the audience; understanding of the film is not comprehensive, not in-depth, weakening the film; artistic value and ideological significance. In the “Fast-food” consumption habits, the audience may be more inclined to seek short-term excitement and pleasure, and the lack of emotional and experience of the depth of investment. This may lead to the audience when watching the film can not really be touched or produce a lasting emotional resonance, weakening the emotional expression of the film and artistic appeal.

In order to meet the demand of entertainment, we may overemphasize entertainment elements and neglect the artistic value and ideological connotation of movies. This can lead to a decline in the quality of commentary, undermining the depth and value of film criticism. Under the influence of entertainment culture, may be too much pursuit of click-through rate and attention, while ignoring the value of the film itself.

In the process of commercialization, the film may face a large number of advertising placement requirements. If handled improperly, the placement of these ads may appear blunt, and even affect the viewing experience of the audience. Too much advertising can also make viewers question the independence and objectivity of a snarky film. Originally known for its sharp, independent point of view, but under the pressure of commercialization, it may gradually deviate from its original values, catering to mainstream or commercial values. This will not only affect the brand image of the film, but also may have a negative impact on social culture.

### **3.2. poisonous tongue film development proposals**

Snarky movie buffeting can reduce the modification of the original film. Changes to the original ensure that the integrity of the film is preserved. In the process of interpretation, if the original film to modify too much, it may change its original plot, character settings, and so on, thus affecting the audience; perception and understanding of the original film. Every scene in the original film, every detail contains the director; emotion and thought, less modification can better convey the original film emotion. By reducing the modification, the atmosphere, emotion and connotation of the original film can be preserved, so that the audience can more deeply feel the feelings and themes conveyed by the film. If a lot of changes are made to the original film, the content of the commentary may be different from the original film, which will affect the audience; correct understanding of the film.

Tongue-in-cheek movie Douyin can provide high-quality content. High-quality video content can provide a better viewing experience, making viewers more willing to watch and continue to pay attention. At the same time, the high-quality commentary can deepen the audience; understanding

and feelings of the film, and enhance their appreciation of the film. Add more in-depth analysis and interpretation in the interpretation, mining the deep meaning and value of the film. At the same time, more background information and relevant discussions can be provided to make the content more broad and deep. High-quality video content helps to establish a good brand image and reputation of the film. When viewers feel the quality and professionalism of the content, they are more likely to develop a sense of trust and become loyal viewers. Collect and analyze the feedback from the audience in time, and make improvement according to the problem.

Douyin can enhance diversified creation. Through diversified creation, it can meet the needs and tastes of different audience groups, thus attracting a wider audience. Different themes and forms can attract audiences with different interests and needs, increasing the diversity and diversity of the audience. In the process of diversified creation, the quality and style of different content should be consistent with the brand image of the film. While pursuing diversity, we should pay attention to maintaining the professionalism and quality of the content, and ensure the audience; trust and recognition of the film.

The diversified creation can make “The poisonous tongue movie” establishes the unique brand image in the market, increases the brand; cognition degree and the influence. By diversifying the content, we can show the innovative ability and professional level of the “Snark movie” and enhance its status and influence in the industry. In the development of diversified creative strategies, we should deeply understand the needs and preferences of the audience, according to the needs of the audience targeted creation. Through market research, data analysis and other means, to understand the audience; interest, viewing habits and other information, to provide a strong basis for diversified creative support.

#### **4. Conclusion**

First of all, the narrative structure of the film Douyin Venom shows a high degree of innovation and uniqueness. The account takes advantage of the limited time available for short videos and manages to capture viewers; attention and keep them interested with well-designed opening suspensions and ongoing new suspense points. Secondly, the film Douyin Poison Tongue in the role of the set and function analysis also performed well. Through the accurate grasp of the audience; psychological needs, the film has successfully shaped a number of sharp personality and unique functions of the role. Third, the film Douyin Venom in the audience acceptance of psychological and effect evaluation has achieved significant results. Through accurate positioning and effective narrative strategy, the film has successfully attracted a large number of audience; attention and love. Finally, from the perspective of narrative theory, the success of Douyin is inseparable from its skillful use of narrative techniques and profound insight into audience psychology. To sum up, the film Douyin Venom in the perspective of narrative theory shows a high degree of innovation and uniqueness. Its successful narrative strategy and unique narrative style not only provide high-quality movie-watching experience for the audience, but also provide valuable experience and inspiration for other short film commentary video accounts.

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