

Research Article

Research on the value and innovative path of Chinese traditional culture dissemination in the era of short videos

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Abstract:

In the context of information globalization, the short video industry is booming, which brings new opportunities and changes to the dissemination model of Chinese traditional culture. Short videos have effectively promoted cultural inheritance and innovation, presented traditional culture in a novel form, and enhanced people's cultural identity and cultural confidence.

However, Chinese traditional culture also faces many problems in the process of short video dissemination, such as serious content homogeneity and the prevalence of the wrong idea of "traffic is king", which has led some creators to excessively pursue traffic and ignore cultural connotations.

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To solve these problems, it is necessary to innovate the dissemination path, improve the quality of short video content, create unique and culturally rich works, create key IPs and brands, and build a cultural database to provide solid support for the dissemination of traditional culture. This study aims to explore the value and innovative path of Chinese traditional culture dissemination in the era of short videos, promote the vitality and vitality of Chinese traditional culture in the era of short videos, provide valuable references for promoting the widespread dissemination of Chinese traditional culture, and enhance the country's cultural soft power and international influence.

Keywords: short video, Chinese traditional culture, innovation, dissemination path, cultural confidence

1. Introduction

With the advent of the information age and the continuous development of digital media technology, people's living environment and lifestyle have undergone tremendous changes, and the way of understanding the world has become increasingly rich. The way of information and cultural dissemination between humans has changed from word of mouth to traditional media such as radio and television, and then to the current new media based on the Internet, which has greatly enhanced the speed and accuracy of cultural dissemination. In particular, short videos released on various online platforms today are a new way of dissemination that is deeply sought after by netizens. Ten years ago, short videos were just a very nice way of information dissemination, but now it has become one of the main ways of cultural and information dissemination. We must admit that short videos have become an indispensable part of our lives today. The existence of the short video dissemination model has been for the purpose of simple dissemination and utilization of fragmented time from the beginning. Because in our daily lives, there are many fragmented times in many cases, such as waiting in line, commuting to get off work, etc. Now, fragmented life has become a common state of life for most young people. In this fragmented era, people have a huge demand for various information. And short videos are the most suitable way. Taking TikTok and YouTube as examples, short videos that people can watch and stop at any time effectively meet the strong demand for information in today's fast-paced life and fragmented time in modern society.



The rise of short videos has brought new hope to the spread of traditional Chinese culture. It breaks the time and space limitations and knowledge barriers of traditional cultural dissemination in a vivid, intuitive and easy-to-understand form, allowing traditional culture to reach the audience more widely and deeply. According to the "52nd Statistical Report on the Development of China's Internet" released by the China Internet Network Information Center, as of December 2024, the scale of Chinese netizens will reach 1.108 billion, and the Internet penetration rate will reach 78.6%. Among them, the scale of short video users will reach 1.04 billion, accounting for 96.6% of the total netizens (CNNIC, 2023). Data shows that "the average daily usage time of short video applications has reached 125 minutes. It can be seen that short videos occupy a long time of people's online time and its rapid growth momentum" (Wang & Xu, 2022). Nowadays, a large number of folk creators have begun to flock to the Internet to create short videos, and their production content has been loved by a wide audience. Short videos have provided an excellent platform for the inheritance and development of Chinese traditional culture, and have also achieved good communication effects. In this context, in-depth research on the value and innovative path of Chinese traditional culture dissemination in the era of short videos is of great significance for promoting and inheriting China's excellent traditional culture, enhancing cultural confidence, and improving the country's cultural soft power.

2. The value of short videos in spreading traditional Chinese culture

In the past, the dissemination environment of traditional culture was group-based and organized, which is very different from the requirements of modern media communication methods. In this case, traditional culture encounters expression difficulties and survival crises, and urgently needs to negotiate and integrate with modern media and the popular culture it supports in order to obtain opportunities for inheritance, dissemination and reproduction (Chen, 2017). As the most popular new media communication method in the current era, short videos provide infinite value for the dissemination of traditional culture due to their characteristics that adapt to the times and their strong inclusiveness.

2.1. Promote cultural inheritance and innovation



After observing and studying the short video dissemination model of Chinese traditional culture, researchers such as Xiao Jun of Wuhan University believe that: "The current significance of short videos for the dissemination of traditional culture is more reflected in three functions: awakening, activation, and reproduction" (Xiao & Li, 2020). Just like the process that Chinese traditional culture is going through on short video platforms now, short videos gradually awaken the dormant Chinese traditional culture and bring it into the public's field of vision, allowing more people to understand and re-recognize Chinese traditional culture. It also activates the original vitality of Chinese traditional culture and allows it to regain its vitality through short video platforms. At the same time, with the characteristics of the short video communication model with a wide range and fast speed, the original appearance of Chinese traditional culture can be reproduced. On this basis, Chinese traditional culture can be given more attention and the ideas of cultural inheritance, development and innovation can be more deeply disseminated.

The short video communication model breaks through the limitations of time and space. With a low-threshold creation model, ordinary people can also become participants in cultural communication, so that many traditional cultural skills and customs that are on the verge of being lost can be recorded and displayed. This not only helps to attract social attention to these cultural heritages, but also leaves precious materials for future generations, providing strong support for the inheritance and protection of culture. At the same time, it also attracts the attention of more young people and consolidates the foundation of cultural inheritance. Moreover, short videos provide creators with a broad creative space. Different creative subjects, based on their own cognition, use the profound resources and rich materials of China's excellent traditional culture to boldly integrate traditional culture with modern elements, stimulate new forms of expression, and create short video content with diverse forms, rich content, and high appeal. This innovative interpretation injects vitality into traditional culture, promotes the diversified development of the cultural industry, and enhances cultural influence in international exchanges, allowing traditional culture to achieve creative transformation and innovative development in the new era.

2.2. Enhance cultural identity and cultural confidence



The short video communication model has inestimable value in enhancing cultural identity and cultural confidence. Through short videos, Chinese traditional culture is presented in a vivid and lively manner. The short video format is conducive to the inheritance and dissemination of intangible cultural heritage, enhances the vitality of traditional cultural expression, and allows more people to understand the excellent traditional Chinese culture (Gao, 2024). From the exquisite structure of ancient buildings to the exquisite craftsmanship of traditional costumes, from the lively customs of traditional festivals to the profound artistic conception of classical poetry, all can be displayed through short video platforms, which all show the long history and profoundness of Chinese culture. This in-depth excavation and diversified presentation of cultural connotations enable people to understand the foundation of national culture more intuitively and deeply, and then generate strong emotional resonance. When people see familiar traditional cultural elements blooming in short videos, they will spontaneously feel a sense of pride in being the descendants of China, deeply realize that they are closely connected with national culture, and their sense of national identity continues to take root and strengthen in their hearts.

The dissemination characteristics of short videos across regions and populations have enabled traditional Chinese culture to reach audiences of different ages and classes, and even go global. In China, young people are attracted by the charm of traditional culture when watching short videos, and they have re-recognized and loved their own national culture and actively inherited cultural genes. Internationally, short videos have become a window to showcase the unique charm of Chinese culture, attracting the world's attention and allowing Chinese culture to demonstrate its unique value in global cultural exchanges. This not only enhances the confidence of the Chinese people in their own culture, but also conveys the powerful power of Chinese culture to the world, allowing every Chinese to hold their heads high and embrace the world with deep cultural confidence.

2.3. Create diversified communication channels

In the context of intensifying media competition, communication channels have a huge impact on the effectiveness of content dissemination. Especially with the support of new media technology, content dissemination presents a strong interactive feature. In the traditional dissemination model, due to restrictions on



production costs and dissemination forms, relevant content about China's excellent traditional culture cannot be widely disseminated. In contrast, short video platforms have the characteristics of fast dissemination speed and large user scale, allowing audiences to watch anytime and anywhere through mobile devices to meet their diverse needs, thus becoming an important channel for the dissemination of China's excellent traditional culture.

Short videos cover a variety of types and have greatly enriched the dissemination channels of traditional culture. There are carefully produced short explanation videos that interpret traditional cultural classics and historical stories in a concise and humorous way, making obscure knowledge easy to understand; there are also short recording videos that truly record the production process of traditional skills and the lively scenes of traditional folk activities, preserving the original style of culture; there are also creative interpretation short videos that combine traditional culture with modern popular elements and reinterpret them through dance, music, short plays and other forms to attract more young audiences. Such diversified communication channels and forms enable traditional culture to accurately reach people with different interests and age groups, comprehensively enhancing the breadth and depth of traditional culture's dissemination in contemporary society and allowing traditional culture to radiate new vitality in the new era.

3. Problems in the dissemination of Chinese traditional culture in short videos

Although Chinese traditional culture has achieved some results through the short video dissemination model, there are still some practical problems for the current short video dissemination model.

3.1. Short video content is highly homogeneous and lacks innovation

There are a large number of advertisements of the same type and brand on short video platforms, even the same person and the same star, and even novel tweets are highly homogenized (Su& Zheng, 2019). At present, the number of independent short video users has reached 1.04 billion, accounting for 96.6% of the total number of domestic netizens. However, with the decreasing sense of freshness of users and the demand for upgrading the viewing of short video content, the development of short video dissemination mode has fallen into a



deadlock. One of the most important reasons is the homogenization of short video content. The content of today's short videos is exactly the same. According to statistics, there are at least 10 videos with the same content on average when searching for a keyword. There is a lack of novelty. The same content and the same stalks are repeatedly used simply, which wears out the freshness and interest of users. Nowadays, users' requirements for watching short videos are gradually increasing, but the overall quality of short videos has not improved. The problems of content plagiarism and homogenization are becoming increasingly prominent and need to be solved urgently.

3.2. The wrong idea of "traffic is king"

Affected by the commercialization of short videos and the traffic monetization system, some short video producers, in order to attract attention and obtain traffic, in order to better monetize the video traffic, have "vulgarized" and "pan-entertained" the excellent traditional culture they promote, disrupting the good cultural atmosphere of short video content. And this situation is gradually intensifying.

Under the temptation of huge traffic, some short video authors do not hesitate to use low-level interests as gimmicks to cater to the audience's curiosity in order to attract attention. Wrong behaviors such as overeating and spoofing traditional stories once became the source of material for short videos to obtain traffic. Once a similar video that caters to the curiosity of the audience successfully obtains a certain amount of traffic and success, short videos with similar themes will soon appear. Every video caters to the audience. Every video blogger will think of unique ways to attract the audience, but every new trick will inevitably bring the shadow of others. This makes the phenomenon of vulgarity and pan-entertainment in the selection of short video content increasingly serious. Such content production hinders the healthy development of online literature and art, and makes it more difficult for the short video industry to meet people's deep cultural consumption needs (Zhang, 2020). It has caused great obstacles to the dissemination of China's excellent traditional culture.

3.3. Obstacles to international communication

Chinese traditional culture faces many problems in international communication under the short video communication model. One of the most



important problems is the accurate presentation of cultural connotations. Because there are some restrictions on the length of short videos, in order to quickly attract the attention of users, some creators oversimplify or even distort traditional cultural elements, and use some very exaggerated titles that do not match the video content, which leads to the loss of the original rich and profound cultural heritage in the communication. For example, some short videos about Chinese traditional festivals only show the surface of the festival activities, and fail to dig deep into the historical origins and values behind them, making it difficult for foreign audiences to truly understand the essence of Chinese traditional culture and unable to arouse deep resonance.

Another prominent problem is that the communication channels and audience positioning are not accurate enough. Although the short video platform has a wide audience, it lacks differentiated strategies for the characteristics of audiences in different countries and regions when communicating internationally. Many videos do not fully consider the interests, preferences, and cultural customs of audiences under different cultural backgrounds, but are just published blindly. At the same time, in terms of platform selection, it has not fully expanded the diversified international communication channels, and relies too much on a few popular platforms, which limits the breadth and depth of traditional cultural communication, making it difficult to fully cover potential international audiences, and greatly hindering the effective communication of Chinese traditional culture internationally.

4. Innovation in the dissemination path of Chinese traditional culture under the short video dissemination model

At a time when Internet communication channels are highly developed and the wave of digitalization is sweeping across the world, we need to actively face the positive and negative effects of emerging media on the dissemination of traditional culture. We should make in-depth analysis to maximize the added value and positive effectiveness of short videos in the dissemination of traditional culture, and make it a lasting highlight in the inheritance and promotion of Chinese traditional culture. Therefore, some innovative suggestions are put forward for the dissemination path of Chinese traditional culture under the short video dissemination model.



4.1. Improve the quality of short video content and strengthen innovation

The content of short videos is extremely important for China's excellent traditional culture, and we must avoid causing rumors and slanders against China's excellent traditional culture. Therefore, in the process of making and spreading short videos about China's excellent traditional culture, it is necessary to strictly control the content of the video (Gao, 2024).

Short video producers should fully understand the knowledge connotations of classic stories, folk legends, cultural activities, etc. in China's excellent traditional culture, and their videos should conform to the customs and characteristics of China's excellent traditional culture. The correct guidance of short videos will make people's understanding of China's excellent traditional culture not only stay on the surface, but also have a deeper level of cognition. When creating short videos to spread China's excellent traditional culture, narrative can be combined with cultural connotations. Nowadays, some life accounts about China's excellent traditional culture have appeared on the Internet. They gain traffic by describing national life customs and have received attention and support from some people who love traditional cultural customs. When creating short videos, you can also integrate current hotspots, combine China's excellent traditional culture with real life, and increase the audience's attention and participation. Art comes from life. Video creators should keep up with the development of the times, start from small things, find themes in life, and promote China's excellent traditional culture by recording life (Li, 2020).

4.2. Strengthen government review mechanisms

As a medium for spreading China's excellent traditional culture, short video platforms are an important way for traditional culture to reach the public's vision. Maintaining the network environment and protecting the rights and interests of users can promote the healthy development of short video platforms.

First, it is necessary to strengthen the platform's review of video content. First, some videos with poor quality and illegal and irregular content can be screened out with the help of scientific and technological means such as big data and artificial intelligence. Secondly, after the intelligent review is completed, manual review is added to ensure the accuracy and fairness of the video review results. Finally, a complete reporting mechanism should be established to



promptly report and review short videos that spread adverse effects at will. The audience's requirements for video quality are getting higher and higher. The era of blindly outputting "templates" is gone forever, and the era of traffic supremacy and entertainment to death is about to go away. Now content is king. Only when the video itself is of high quality and more distinctive than other videos, the platform is more likely to give traffic and the video is more likely to be accepted by the public (Xu, 2020). Secondly, in order to create a good short video dissemination environment, the government should strengthen legislative protection and enhance citizens' awareness of intellectual property protection. A good short video development environment depends not only on the supervision of short video platforms, but also on the improvement of public awareness. Through publicity, education, and training, the public's awareness of the protection of the intellectual property rights of China's excellent traditional culture will be enhanced. At the same time, the public is encouraged to actively participate in the protection and inheritance of China's excellent traditional culture, creating a good atmosphere of common concern and participation by the whole society (Ma, 2023).

4.3. Create key IPs and brands and continuously output high-quality content

Today, when short videos have become the mainstream communication method, to create IP and brands with Chinese traditional culture as the core, we need to carefully sort out the vast and rich Chinese cultural elements and dig out the most symbolic and attractive elements, such as the exquisiteness of paper-cutting, the grandeur of traditional Chinese architecture, and the profoundness of ancient philosophy. These unique elements are the cornerstone of IP creation. For example, you can make a short video series to record the construction process of traditional Chinese courtyards, explain the principles of Feng Shui and the cultural meaning of each architectural detail. This not only shows the aesthetic charm, but also allows the audience to understand the cultural value behind it. It is necessary to combine the brand with culture and establish a brand image with cultural identity (Sinclair, 2011).

To ensure the continuous output of first-class content, it is crucial to master short video production and platform management technology. In the domestic market, we can take advantage of the popularity of local short video platforms,



invite traditional cultural masters to attend and explain Chinese traditional culture in the name of official accounts, or stimulate user participation through interactive elements such as online Q&A on traditional festivals. In the international field, we can customize content according to the tastes of global audiences, use multilingual subtitles, and highlight cultural elements with universal appeal, such as the concept of "harmony" in Chinese culture. By insisting on regular updates and actively interacting with the audience, we can steadily build a strong brand that embodies the essence of traditional Chinese culture on the global short video platform.

5. Conclusion

In the wave of information globalization, the rise of the short video industry has brought unprecedented opportunities and changes to the dissemination of Chinese traditional culture. Short videos have promoted cultural inheritance and innovation, broken the limitations of time and space, enabled the public to become participants in cultural dissemination, activated the vitality of traditional culture, and inspired new forms of expression. They have enhanced cultural identity and cultural confidence, fully demonstrated the charm of Chinese culture, triggered emotional resonance, and enhanced national pride. They have also created diversified dissemination channels to meet the needs of different audiences and expand the breadth and depth of traditional cultural dissemination. However, Chinese traditional culture also faces many challenges and problems in the process of short video dissemination. The content is highly homogenized and lacks innovation, making it difficult to meet the growing viewing needs of users. There is also the prevalence of the wrong idea that "traffic is king", which has led to the "vulgarization" and "pan-entertainment" of traditional culture, hindering the healthy dissemination of culture. In addition, there are obstacles in international dissemination, the cultural connotation is not accurate, and the dissemination channels and audience positioning lack pertinence. Therefore, in order to promote the sustainable development of Chinese traditional culture in the era of short videos, it is necessary to explore innovative dissemination paths. Improve the quality of short video content, combine cultural connotation with narrative and real life. It is also necessary to strengthen the government review mechanism, use technical means to review videos, strengthen legislative protection, and improve the public's awareness of intellectual property protection. On this basis, create key IPs and brands, explore unique cultural elements, and



continuously output high-quality content to meet the needs of domestic and foreign audiences.

Through the study of the value and innovation path of Chinese traditional culture in the era of short videos, it is hoped that it can provide useful references for the dissemination of traditional culture, promote the vitality of Chinese traditional culture on short video platforms, enhance the country's cultural soft power and international influence, and let the excellent Chinese traditional culture shine more brightly in global cultural exchanges, and realize its mission of inheritance and development.

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