

Short Video Empowers Traditional Architectural Art and Cultural Communication Strategy Exploration in South Hubei

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Abstract:

The use of new media short video to display the colorful Chinese excellent traditional culture has the important significance of spreading positive energy and enhancing national cultural self-confidence in the background of the new era. This paper analyzes the artistic characteristics and cultural value essence with traditional architecture in South Hubei as the main subject, then analyzes the advantages of using short video to empower the protection and innovation inheritance of traditional architecture in South Hubei by combining the communication characteristics of new media short video with traditional architecture culture in South Hubei, and finally puts forward the strategy of short video to empower the art and culture communication of traditional architecture in South Hubei, aiming to better promote the protection inheritance and innovation development of regional excellent traditional architecture.

Keywords:

Short Video, Traditional Architecture in South Hubei, Art and Culture, Spreading

1. Introduction

Short videos for traditional culture have become a brand new carrier to show the connotation of Chinese excellent traditional culture, to promote the spirit of Chinese aesthetics, and to interpret, spread and inherit Chinese excellent traditional culture [1]. Short videos have also stimulated the economic consumption of traditional culture and brought benign development to the cultural industry. As an important gathering place of traditional villages in Hubei, South Hubei has a large number of typical traditional buildings, which carry the regional aesthetic spirit and cultural genetic information, and are also associated with the overall image and identity of regional architectural art in Hubei. The academic community has accumulated a large number of achievements in the study of traditional architectural art and cultural knowledge in South Hubei, but these achievements are usually spread in textual and graphic printed materials mainly in academic papers and books, but the transmission and spreading are limited.

Therefore, how to use new media short video platforms to promote the widespread and effective inheritance and dissemination of traditional architectural art and culture in South Hubei and enhance the innovative development of regional cultural resources is worth in-depth research and practice.

2. Traditional Architectural Culture and New Media Short Videos in South Hubei

2.1. Cultural background of traditional architecture in South Hubei

Natural geographical conditions and historical and human factors are the premise and foundation for the formation of traditional architectural culture. South Hubei is the southern gate of Hubei, located on the south bank of the middle reaches of the Yangtze River, bordering Hunan and Jiangxi. Since ancient times, it is the main passage from south to north. In history, South Hubei belonged to Jingchu in Xia and Shang Dynasties, to Nan County in Qin Dynasty, to Jiangxia County in Han Dynasty, and to Kingdom of Wu in Tang and Song Dynasties. The geographical scope and name affiliation in the Tang and Song Dynasties are also constantly changing. Since the South Song Dynasty, it began to migrate from the Huainan region to the Huguang region. Especially in the “Jiangxi Tian Huguang” and “Huguang Tian Sichuan” large-scale migration movement in Ming and Qing Dynasties, South Hubei is the area that accepts immigrants earlier and immigrants must pass through. As an important gathering place of traditional villages in Hubei, a total of 27 villages are listed in the list of traditional villages in China, and a large number of typical traditional buildings remain. For example, the historical and cultural town of Chibi Yangloudong Ming and Qing Dynasty Slate Street, Tongshan Wang Mingfan’s Tai Fu Tai Mansion, Maqiao Wang Jiaqiao School, Song Dynasty Prime Minister Feng Jing’s former residence, etc., vividly presenting the historical background, cultural accumulation, social style, living customs, aesthetic taste of southern Hubei, and working as an important carrier of Chinese cultural genes.

2.2. Characteristics and cultural value of traditional architectural art in South Hubei

The existing traditional buildings in South Hubei are rich in types and unique in shapes. The construction techniques have local characteristics and multiple values such as history, culture and society. The traditional buildings of South Hubei mainly include traditional houses, temples, ancestral halls, ancient city walls, stone towers, bridges, stages, archway houses, etc., and there are various forms of architectural art spaces. The architectural shapes of traditional houses mainly include horsehead wall (local Chu pattern painting under the eaves), patio courtyard (second floor with pergola for shading), gate (“step back” entrance slot door), pillar (one column in double materials), Tiandou, Liangdou, cornice beam, swallow step beam (characteristic building components), etc., which form the typical artistic characteristics of traditional architecture in South Hubei. In addition, traditional architectural decoration uses wood carving, stone carving, brick carving, and painting as common decorative techniques, and the patterns and themes all reflect agricultural culture, patriarchal culture and ethical culture, and contain the aesthetic meaning and philosophical thoughts of traditional Chinese architectural culture. For example, after more than 500 years of development and evolution, the Tan Ancestral Hall in Tongshan has formed a glyph-shaped spatial pattern centered on the main shrine and

sandwiched between the east and west of the sub-temple, the “six pillars and four floors” style archway door, the heavy eave hilltop theater, the lying-over style Xiantang roof, the vaulted algae well, the perforated ridge decoration and brick-carved wing corners, the wooden carving, the horsehead wall with Qing Dynasty paintings, the cat bow back gable and especially the 14 stone pillars in the Zhongjin Xiangtang that are 3 feet high and more than 2 feet square, as well as their inscriptions overlaid by famous people of the Tan family reflect the superb design art and architectural standards, and show the typical style and technical level of ancestral hall architecture in South Hubei. [2] Almost all traditional residential buildings in South Hubei have gate building characters, such as “Pengcheng Family” and “Chibi Heritage”, which are the spiritual carrier of people in South Hubei who “gather their clans”, do not forget their hometowns and record the origin and lineage inheritance of the family, which does not only reflect the historical context of the family, but also promotes the excellent traditional Chinese culture and socialist core values. Therefore, the effective protection and inheritance of traditional buildings in South Hubei and the innovative transformation of the excellent traditional culture contained in them will produce greater social benefits and play a positive role in promoting regional cultural development.

2.3. Communication characteristics of “excellent traditional culture + short video”

As a digital format of video communication with a duration of less than five minutes, short videos are the mainstream of contemporary information communication. At present, the content types and functional forms of excellent traditional cultural short videos are constantly iterating, with countless short videos featuring traditional skills, traditional food, traditional clothing, etc., and tens of millions of intangible cultural heritage items such as opera, embroidery, paper cutting, printing, dyeing, shadow puppetry, oil-paper umbrellas, bamboo weaving, carpenter’s craftsmanship--mortise and tenon on the short video platform; in terms of communication technology, with the support of new media, short videos intuitively convey the content and ideas they want to express through audio and video synchronization, and the audience can participate in topic discussions through various ways such as barrage, comments, forwarding, and rewarding encouragement. People can become both communicators and content producers, and the public’s sense of participation and interaction is enhanced; in terms of communication form, the flexible communication mode of “short, frequent and fast” conforms to people’s fragmented time reading habits, so it has attracted a large number of users and audiences and especially the favor of young groups; in terms of communication effect, under the algorithm of contemporary big data, the short video platform can make the short video content more widely and accurately pushed and disseminated by systematic screening according to the correlation characteristics, and the effect is exciting. For example, 5 female students majoring in Peking Opera Performance at the Shanghai Theatre Academy were successfully “out of the circle” by singing ancient style songs, with a cumulative number of 340 million plays. According to the “Seeing the Craft” program launched by the Tik Tok short video platform, the coverage rate of 1,557 national intangible cultural heritage items on the Tik Tok platform has reached 99.42%, of which Yue Opera has returned to people’s cultural life with the help of the short video platform with a new form of content presentation and interpretation, becoming a new fashion trend and aesthetic trend. It can be seen that the short video has a fast transmission speed, covers a wide range of groups, and has excellent communication effects, meeting the public’s demand for spiritual culture

and cultural consumption.

3. Short Videos Empower the Advantages of Traditional Architectural Art and Cultural Dissemination in Southern Hubei

3.1. Current situation and existing problems of the protection and inheritance of traditional buildings in South Hubei

The traditional architecture of South Hubei has formed significant style characteristics and cultural heritage accumulated in the process of historical evolution, and each traditional building has a story worth telling in detail. For example, the Wangjiabi School in Maqiao Town, Xian'an District, Xianning has the story of "an egg and a school", and the building presents the style characteristics of "though wearing western style clothes on the body, the heart is the heart of China". However, with the development of urban and rural areas, people's living styles have changed, traditional building forms have not been adopted, and traditional building craftsmen are gradually disappearing. The remaining traditional buildings remain quietly in the countryside, and few visitors may feel homesickness and marvel at its characteristics. However, the cultural expression of "order" and "respect" of traditional South Hubei traditional architecture, the decorative details rich in local characteristics and folk aesthetic awareness, the ecological construction experience of "the unity of heaven and man", and the vivid stories of the excellent Chinese cultural genes behind the buildings lack effective instant interpretation. Although there are some academic research on traditional architecture in South Hubei or a small number of cultural media reports, most of them stay at the level of academic research, and their cultural communication audience is relatively limited. Far from the vision of the general public, the research has not been popularized to the public. How to make excellent traditional architectural culture enter the aesthetic cognition of the public, and how to use contemporary new media to spread excellent traditional architectural culture is a problem that needs to be faced directly in the protection and inheritance of traditional architecture.

3.2. Feasibility study of short video dissemination of traditional architecture in South Hubei

The report of the 20th National Congress of the Communist Party of China pointed out that it is necessary to stimulate the vitality of national cultural innovation and creativity; that it is necessary to adhere to the creative transformation and innovative development of China's excellent traditional culture. In the new media environment, short videos have become one of the important traditional cultural communication and display channels, which are more interactive and social than traditional information communication media such as text and pictures. Relying on the characteristics of short video media, it displays the charm of traditional architectural art and culture in South Hubei in an innovative form, which has certain scientific significance for the audience, and can promote the activation and utilization of traditional buildings in South Hubei, so that the audience can increase their awareness of protecting traditional buildings and actively explore and understand the cultural connotation of traditional buildings. The timeliness, convenience and diverse interactive experience of short videos can cover a wider audience and expand the spatial dimension of the communication effectiveness and survival of regional traditional architectural art and culture in the context of the new era. In addition, the export and dissemination of traditional

architectural culture in South Hubei in the form of short videos is also conducive to improving the cultural and aesthetic connotation of contemporary video content, cultivating and strengthening the video literacy of the broad audience, and promoting the innovative transformation of the essence of regional excellent culture. It can be seen that the creative presentation of traditional architectural culture in South Hubei with the help of new media short video mode is full of contemporary atmosphere, which can enhance cultural confidence and cultural identity. At present, the types of short videos related to architecture are mainly divided into three categories, one of which is short videos about the physical experience of architectural space, the other of which is short videos with news characteristics or architectural commentary, usually launched by self-media and professional architectural media, and the third of which is the multimedia short videos with architectural animation picture clips, biased towards the technical level of architectural design reports. As an important traditional architectural settlement in Hubei, there is currently no professional platform to use short videos to promote this traditional architectural art with Jingchu cultural characteristics. In the era of national learning, it has become a habit to increase knowledge with the help of video platforms, the knowledge scope of regional traditional architectural art and culture will have a vast space for dissemination, and related industries also need to be tapped.

4. Short Videos Empower Traditional Architectural Art and Cultural Communication Strategies in South Hubei

4.1. Cultivate a short video cultural ecology to stimulate the creative vitality of the whole people

A good cultural ecology is the basis for stimulating mass cultural innovation. Short videos allow the general public to become communicators, the expression of traditional culture is diversified according to the personal characteristics of the communicators, equal dialogue resonates, and passive acceptance of information is changed to active dissemination of information. The relevant departments of Xianning can plan and organize relevant cultural activities, cultivate and encourage a group of outstanding short video enthusiasts, and provide production materials and inspiration for the public with traditional villages and traditional buildings in South Hubei. These intentions or elements such as beautiful villages, simple buildings, and cooking smoke can become representative symbols that shape and reconstruct the traditional architectural art and culture of South Hubei, and can be given romantic imagination in the aesthetic artistic conception. Through the media dissemination of short videos, the culture of returning to the garden and living in the rural areas of South Hubei enters the mainstream aesthetic vision, and then plays a role in promoting the development of cultural industries in South Hubei.

4.2. Create a systematic content creation matrix related to traditional architecture in South Hubei

The content production of short videos of traditional architecture in South Hubei needs to consider the systematic development of cultural resources, and needs to take into account the professionalism and interest of the content, so as to build a complete short video content system related to traditional architecture in South Hubei, and innovate content and expression forms to maintain the continuous creation of related videos. Through the cultivation of expert accounts and with the production and

dissemination of short videos with South Hubei traditional architecture as the main body, the content system of its artistic characteristics, structural characteristics and cultural essence is constructed from a professional point of view, and efficient content organization is built in a modular way to present the excellent cultural essence of South Hubei traditional architecture in a targeted manner. Under the overall framework, a more professional and systematic form of expression is presented for the public to arouse the public's interest to a greater extent. [3]

4.3. Combination of traditional architectural features of South Hubei with short videos

Combine the structural characteristics and decorative symbols of traditional South Hubei buildings with short videos or integrate trend elements, ancient and modern in the same frame and story dialogue through on-site shooting, three-dimensional modeling, animation illustration analysis, etc., presenting integrated visual effects and telling the history and meaning of architectural component elements. It is also possible to display the decorative patterns of traditional buildings in South Hubei through short videos. Users can also participate in guessing the cultural connotation expressed by the theme of the pattern through forwarding, commenting and other modes, which is easy to understand and interesting, so that the artistic charm of South Hubei architecture is perceived by a more audience.

4.4. Combine traditional architectural ecological experience in South Hubei with short videos

Creating an ecological living environment and the concept of sustainable development has become the consensus of modern society. The internal structure and external form of traditional houses in South Hubei are gradually formed after a long period of precipitation, and the site selection, layout, resource utilization, indoor and outdoor environment design, moisture-proof heat insulation, material selection, construction technology and local characteristics of the houses all reflect good ecological adaptability, and their construction strategies are manifested as a regional language of ecological experience. The ecological experience of traditional buildings in South Hubei can be combined with the audience's own emotions through virtual reality technology, so that they can immerse themselves in the environment and feel the real atmosphere, which can enhance the public's perception of the wisdom of ancestors' construction, and also subtly affect the living behavior of contemporary people.

4.5. Combine humanistic and historical feelings of traditional buildings with short videos in South Hubei

Behind the traditional buildings of South Hubei, almost all of them have a development background and inheritance story. There are many famous residences in South Hubei, such as the former residence of Feng Jing, the famous prime minister of the Northern Song Dynasty, the former residence of Shen Hongbin, a famous general of the Qing Dynasty, and the former residence of Wang Shijie, the first president of Wuhan University. At the same time, as one of the old revolutionary areas of Hunan-Hubei-Jiangxi, there are many red cultural architectural remains, which are high-quality cultural carriers, such as the site of the Northern Expedition Campaign Tingsi Bridge, the former site of the Soviet Government of Tongcheng County and the former site of the Party School of the Hunan-Hubei-Jiangxi Party Committee. In

addition, the gatehouse culture of traditional buildings in South Hubei, family style and family training, etc. can also be value innovation through short videos. [4] By utilizing short video carriers and humanistic sentiments, we can interpret and showcase the artistic charm and cultural essence of traditional architecture in South Hubei from a new perspective and tell the stories behind these buildings well. The narrative method of short videos has an important impact on the spirit and emotions to be conveyed in short videos. In terms of short video design, it is necessary to comprehensively design from the aspects of emotional elements, target elements, narrative elements, and expression elements, enhance the innovative interaction of narrative methods, and pay attention to the uniqueness of architectural culture to achieve cognitive empathy, which can often meet the audience's sense of acquisition of knowledge and thus be favored.

4.6. Expand the channels and scope of dissemination

Establish a linkage mechanism with mainstream media on communication channels, arrange rectangular arrays, broaden channels, and actively promote short videos to spread excellent traditional architectural culture. First of all, create videos related to traditional architecture in South Hubei, strengthen the guidance of the platform, and ensure the sustainability of the content system of short videos. Establish the deep integration between a short video dissemination platform and mainstream media. Local mainstream media short video accounts take the initiative to shoot high-quality short videos of traditional architectural culture in South Hubei, and invite experts, and scholars and professional institutions can also be invited to intervene and participate in video creation by cultivating expert science popularization to ensure video quality. Museums and cultural centers in various districts have settled in the short video platform and actively developed the industrial chain of traditional architectural culture dissemination in South Hubei, realizing cultural information sharing, and improving the level of video cultural dissemination of traditional architectural buildings in South Hubei. For example, in traditional villages, historical and cultural towns, historical buildings and other places, combined with mobile phone code scanning, you can learn about the short videos related to traditional architecture in the area through video. In addition, the short video of traditional architecture in South Hubei can be used as a media literacy education for college students and teenagers in primary and secondary schools, and as a relevant public culture appreciation course to spread local excellent culture. It can also guide college students to actively participate in the creation and dissemination of short videos, carry out short video production competitions related to traditional architecture in South Hubei, give full play to the sense of social responsibility of youth groups to spread excellent traditional culture, and form a good cultural and ecological atmosphere.

5. Conclusions

South Hubei traditional architecture is a high-quality traditional cultural carrier. Along with social video and video socialization, short video empowers South Hubei traditional architectural art and culture and can play a huge communication capacity, conducive to promote the protection and promotion of regional characteristic culture, and drive the prosperity and development of related cultural industries.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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