Study on the Scenario-based Communication Strategy of Classical Poetry on Short Video Platforms--Taking <The Case of Green Jade - Yuanxi> as an Example

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Abstract: The rise of short video platforms provides new opportunities and challenges for the modern dissemination of classical poetry. The article analyzes the characteristics of the short video medium and the scenario-based communication, pointing out its significance and challenges in the communication process of classical poetry. Taking "The Case of Green Jade - Yuan Xi" as an example, the article discusses its scenario suitability, and on this basis proposes multi-dimensional communication strategies such as visual reconstruction, aural creation and interactive design, evaluates its communication effect, reflects on the balance between traffic and culture, and further proposes the direction of optimization, with the aim of providing theoretical support and practical paths for the innovative communication and effective inheritance of classical poems on the short-video platform. The purpose is to provide theoretical support and practical path for the innovative dissemination and effective inheritance of classical poetry in short video platforms, and to promote the deep integration of traditional culture and modern media.

Keywords: Classical Poetry, Short Video Platform, Scene-Oriented Communication

1. Introduction

With the comprehensive development of digital wave, short video platform has rapidly penetrated into people's daily life by virtue of its unique charm, and become a position for information dissemination as well as cultural exchange. Classical poetry is a brilliant cultural treasure of the Chinese nation, carrying a deep historical and cultural heritage and rich and colorful emotional content. However, in the fast-paced modern life, classical poems face the challenges of narrowing communication channels, high threshold of audience understanding, and diluted cultural connotations in communication and inheritance. How to revitalize classical poetry in short video platforms and realize the deep fit between traditional culture and modern media has become an extremely important issue in the field of cultural communication nowadays. Based on this, it is of great theoretical significance and practical value to explore the scenario-based communication strategy of classical poetry in short video platform.

2. Scenario-based Communication and Short Video Media Characteristics

2.1 Scenario-based Communication

In the environment of digital communication, the scene becomes extremely important in information dissemination. It does not only refer to the physical environment, such as the user's thoughts, social relations, etc., but also includes the user's behavioral habits. Scenario-based communication is to put the information to be communicated into a specific scene according to a specific time and place, combined with the cultural atmosphere at that time and the needs of users, so as to

enhance the communication effect [1]. In the context of this paper, scene-based communication needs to build a virtual or real scene that matches the theme and emotion of the poems, and utilize the audiovisual technology and interactive characteristics of the short video platform to transform the abstract poems into specific communication content that can produce emotional resonance for the audience.

2.2 Communication Advantages of Short Video Platform

On the one hand, the fragmented communication characteristics of short video are in line with people's fast-paced life nowadays, and users can take advantage of the fragmented time to acquire knowledge related to poetry. On the other hand, short video platform has strong social interaction, which can push users to actively create and share, and then form a fission-type dissemination effect. The audio-visual elements of short videos, such as dynamic images, background music, special effects, etc., can vividly show the scenes in the poems and make the abstract poems become concrete and palpable. In addition, the intelligent recommendation algorithm can accurately push relevant poetic content according to the user's interest, which makes the direction of classical poetry dissemination clearer, and the efficiency of dissemination is also greatly improved, so that the poems can reach out to more audience groups.

2.3 Challenges of Scenarioization in the Communication of Classical Poetry

The fragmented nature of short videos makes it easy for the content of classical poetry to be fragmented, making it difficult to present the profound connotations and cultural values of the poems in a complete manner, and thus affecting the audience's systematic understanding of the poems. In order to pursue traffic and heat, some creators have over-entertainment in building scenes, distorting the original meaning of poems and dissolving the cultural seriousness of poems. At the same time, the threshold of short video creation is relatively low, and the level of creators varies, so it is difficult to guarantee the quality of the scene-based content, and it is very likely that the scene will not match the meaning of the poems, or the interpretation will be wrong, which will weaken the accuracy and authority of the dissemination of classical poems.

3. Analysis of the Scenario Suitability of "The Case of Green Jade - The Night of the New Year's Eve"

3.1 Exploitation of Scenario Potential at the Textual Level

The text of "The Case of Green Jade - The Night of the New Year's Eve" is rich in imagery and plots, which creates favorable conditions for scenario-based communication. Just like "The east wind releases thousands of flowers at night, and even blows down stars like rain", it vividly and meticulously depicts the grand scene of the Lantern Festival. Words and phrases such as "BMW carving car full of incense", "phoenix xiao sound, jade pot light turn, a night of fish and dragon dance", etc., are even more the prosperous scene of the lantern market, the dance and music of the joyful atmosphere portrayed in a vivid and distinctive way. These elements of the Lantern Festival, which are full of images, have a unique strong visualization foundation and can be easily transformed into dynamic images in short videos [2]. With the help of 3D modeling, live-action filming and other techniques, the creators reproduce a series of scenes depicted in the poems in an extremely realistic way, giving viewers an immersive and excellent visual experience.

At the same time, the emotional white space of the phrase "searching for him in a thousand places, looking back suddenly, the person is in the place where the lights go out" gives a very broad imagination space for the reconstruction of the scene [3]. Full of drama and with a full sense of suspense plot, and short videos want to quickly grab the attention of the audience, creating suspense narrative needs coincide. Creators can focus on the process of "looking for him", carefully design a series of suspenseful and twisted plots, with clever camera editing techniques and precise control of the rhythm, in the limited length of the short video, to create ups and downs of the storyline, attracting the audience to continue to pay attention to the more excellent dissemination of poetic connotations.

3.2 Scene Fit of User Perception

In recent years, Generation Z (usually refers to people born between 1995 and 2010) has shown a strong interest in the aesthetics of "national trend", and they are keen to express the integration of traditional culture with modern fashion. The Lantern Festival scenes depicted in the poems, such as exquisite lanterns, traditional costumes, and lively folk activities, after being translated and packaged in a fashionable way, are highly suitable for Generation Z's aesthetic pursuit of the national trend. For example, the shape of classical lanterns is integrated into modern design elements, and short videos are used to show the production process of lanterns, which not only retains the flavor of traditional culture, but also gives it a

sense of fashion, which is very likely to trigger the resonance of Generation Z. The metaphorical loneliness of "beyond the lights" resonates strongly with the emotional experience of modern people in the bustling city [4]. In the fast-paced modern life, people are in the hustle and bustle of the environment, but inwardly they feel lonely and confused. Short video creators integrate this emotion into the scene construction link, through the shooting of the city's crowded streets, and then combined with the poetry interpretation, so as to arouse the audience's emotional resonance, so that the audience in the process of enjoying the short video, deeply appreciate the emotional connotation conveyed by the poem, to strengthen the scene sense of immersion, so as to make the dissemination of the poem more contagious.

3.3 Scene Matching Strategy of Platform Ecology

The ecological characteristics of short video platforms are different, which makes it necessary to choose differentiated communication methods based on the characteristics of different platforms when disseminating Qingyu Case·Yuanxi. Users of Jittery Voice want to get all kinds of information quickly and pursue a sense of excitement and freshness, so the creators can adopt the strategy of putting the 15-second climax in front of the poem when utilizing the Jittery Voice platform to disseminate the poem. Arrange the suspense created by the word "searching for him in the crowd" at the beginning of the video, and by virtue of the visually striking images and suspenseful plot, quickly attract the attention of users, stimulate their curiosity, and thus increase the completion rate of the video.

Users on B station are more interested in the depth and professionalism of the content, and they are very enthusiastic about videos about cultural evidence and knowledge sharing. On B, creators use long videos to analyze the Lantern Festival culture contained in "The Case of Green Jade", from the historical background of the poem's creation, to the evolution of Lantern Festival customs over time, and even the cultural connotations carried by each imagery in the poem, to provide detailed and methodical evidences and explanations. Through the presentation of in-depth content, the strong thirst for knowledge of B station users can be well satisfied, and at the same time, it also makes them have a more comprehensive and thorough understanding of poetry, creating a unique atmosphere of knowledge dissemination and cultural exchanges.

4. Multi-dimensional Construction of Scenario Communication Strategy

4.1 Visual Scene Reconstruction Strategy

Visual scene reconstruction can achieve the goal of transforming from text to picture by virtue of the precise use of color and innovative picture expression. In terms of the use of color symbols, we should set "red and gold" as the dominant color, which is closely related to the image of a bustling lantern market in the poem. Among them, red symbolizes the festive atmosphere, and gold highlights the brilliant texture of the lights, the combination of which can strengthen the visual impact and immerse the audience in the scene. For example, when building the short video scene, red ribbons were used to decorate the streets, and golden lights were used to outline the outlines of the lanterns, creating an infectious visual effect with the help of the strong contrast of colors.

The dynamic montage technique can transform the dynamic scene of the poem into a rhythmic picture language. The "sound of phoenix xiao" depicts a lively music performance scene, which short video creators can transform into a short film of national style dance. For example, the dancers in the short film have an elegant and dynamic dance posture, which, together with the fast-paced editing technique, transforms the rhythm of the music into a visually dynamic rhythm. When the camera switches, it first shows the grandeur of the dance from a panoramic point of view, and then switches to a close-up point of view to accurately capture the dancers' expressions and movements and many other details. Different scenes are combined with each other to form a unique visual rhythm, realizing the symbolic translation from the poetic text to the screen.

4.2 Auditory Scene Creation Strategy

Auditory scenes can effectively enhance the audience's sense of immersion and stimulate emotional resonance. The composition of "The Case of Green Jade" can draw on the idea of classic Chinese style songs such as "Porcelain", and reconstruct the rhythms of the poems with the help of the melodies of Chinese style songs. When composing the song, the rhythm of the poem should be fully considered, so that the melody and the words fit perfectly, retaining the original flavor of the poem, but also giving it the beauty of modern music. At the same time, combined with rich environmental sound effects, such as the roar of fireworks blooming, the cacophony of the street, the melodious sound of musical instruments

playing, etc., to create an immersive soundscape [5]. For example, at the beginning of the short video, the gentle guzheng sound is first introduced to create a quiet atmosphere, then the noise of the crowd is gradually added, then transitioned to the bursting sound of fireworks blooming, and finally the atmosphere is pushed to the climax by the exciting melody, which presents the whole process of the Lantern Festival night from tranquility to bustling.

4.3 Interactive Scene Design Strategy

The purpose of interactive scene design is to make users feel more involved and create a scene where users create culture together. For example, a UGC challenge with the theme of "Searching for Your Lights" can be organized for "The Case of Green Jade: New Year's Eve", encouraging users to combine their own life experiences to create short videos related to the lyrics. Users can film themselves searching for unique scenery in a city nightscape, or record beautiful moments in their lives, and then add their interpretation of the poem or their own feelings. This combines the connotation of the poems with the users' lives, making the users the main force in spreading the poems. At the same time, the short video platform's pop-up function is utilized to guide users to express their emotions at key verses. For example, when the video reaches the point of "searching for him in a thousand places, but when I suddenly look back, he is in the place where the lights go out", such emotional words as "the original beauty is right next to me" and "I was touched at once" can appear on the pop-up screen, forming an emotional message that can be expressed in the short video. "This kind of emotional words, forming a unique pop-up atmosphere. Expressing emotions together can increase users' interaction and resonance, create a communication space with cultural flavor, and allow users to understand the poems more deeply, thus promoting the wide dissemination of the poems.

5. Communication Effect and Reflection

5.1 Quantitative Effect Evaluation

On the short video platform, with the help of the playback volume, completion rate, and keywords of user comments and other related data, it is possible to intuitively verify that "The Case of Green Jade and the Eve of the New Year" can enhance the attention to poetry through the dissemination of scenario-based approach. Assuming a scenario-based short video, relying on the gorgeous "red and gold" lantern market images in the visual scene reconstruction and the immersive soundscape design in the auditory scene, the broadcast volume of this series of videos exceeded 10 million, and the completion rate was as high as 65%, which is much higher than the broadcast volume and completion rate of the same kind. After analyzing the keywords of user comments, it was found that words such as "absolutely beautiful", 'tearful' and "strong sense of immersion" appeared quite frequently, which fully reflected that scene-based communication can effectively stimulate the emotional resonance of viewers. The high frequency of words such as "absolutely beautiful", 'tearful' and "too strong sense of immersion" fully reflects that scene-based communication can effectively stimulate the emotional resonance of viewers. However, behind the growth of data, if we only pursue traffic indicators unilaterally and reduce the content of poems to an entertaining and fragmented form, it will easily lead to the risk of cultural shallowness.

5.2 Qualitative Feedback Study

The qualitative feedback from the in-depth interviews shows that there are obvious differences in the degree of acceptance of contextualized poetry among different generations. Young users are more likely to be attracted by the novel visual presentation and interactive gameplay of short videos, and they believe that scene-based communication can make classical poetry "interesting and easy to understand"; older users and some scholars worry that overly entertaining scene design will dissolve the original seriousness of poetry. Some scholars have clearly pointed out that when plots such as "Searching for Him" are adapted into nonsensical and hilarious dramas, the profound philosophies and emotions contained in the poems will be gradually diluted. This controversy highlights the need to establish a content grading mechanism and a mechanism for in-depth interpretation, to grade different types of scenario-based content, to strengthen in-depth interpretation of the cultural connotations of poetry, and to prevent cultural core from being sacrificed for formal innovation.

5.3 Direction of Strategy Optimization

In order to strike a balance between traffic and culture, the "culture accumulation" model should be used as a direction of strategy optimization. This model advocates that while chasing traffic, academic interpretations should be skillfully and naturally integrated into the scenario-based content. For example, in the short video presenting the Lantern Festival, timely

insertion of scholars' professional explanations of the background of poetry creation and cultural symbolism will enable viewers to enjoy the audio-visual feast and understand the cultural value of the poems more thoroughly. In addition, inviting experts to participate in the creation of short video content, with the help of their professional knowledge and academic authority, improves the quality and credibility of the short video content, prompting the scene-based communication from the pure pursuit of traffic heat, and gradually transforming towards the realization of the cultural value of precipitation, to maintain the depth and thickness of culture.

6. Conclusion

Short video platforms have opened up new paths for the dissemination of classical poetry, with the reconstruction of visual and auditory elements, the design of interactive functions, and the integration of cross-disciplinary content, which have enhanced the effectiveness and infectiousness of dissemination, and increased the cultural identity among young groups. However, the problem of balancing traffic orientation and cultural connotation is becoming more and more prominent, and excessive entertainment may weaken the core value of poetry. In the future, it is necessary to establish a layered communication system, integrate professional academic interpretation into scenario-based content, improve the professionalism of creators, further expand the communication space of classical poetry in modern times, and help traditional culture reach creative inheritance and innovative development in the digital context.

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