

Disseminate and Promote the Traditional Textile, Dyeing, Weaving and Embroidery Skills of the Li Nationality based on the Short Video Platform

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Abstract

From September 28 to October 2, 2009, the traditional spinning, dyeing and embroidery skills of Li nationality were selected into the list of intangible cultural heritage in urgent need of protection. However, the traditional spinning, dyeing, weaving and embroidery skills of the Li nationality have few successors, and they are in urgent need of innovation and development. In recent years, as an emerging media, short video has been popular in fast-paced life, and China has entered the era of short video. This paper focuses on short video media, explores and summarizes the development mode and specific path of Li nationality's traditional spinning, dyeing, weaving and embroidery skills in the short video era. The research results can provide a new reference for the digital dissemination of intangible cultural heritage.

Keywords

Traditional Skills; Li Nationality; Disseminate and Promote; Short Video Platform.

1. Introduction

The COVID-19 broke out worldwide, and tourism viewing, field research and other activities were limited [1]. The dissemination and development of textile art represented by the traditional spinning, dyeing and embroidery skills of the Li nationality was seriously impacted, and at the same time, it also ushered in a good opportunity for the development of digital transformation. First, the COVID-19 has seriously damaged the balance of offline cultural activities. The high transmission of the virus forcibly blocks the offline cultural consumption space and communication channels, destroys the cultural consumption and communication cycle, greatly reduces the enthusiasm of intangible cultural heritage inheritors for cultural production and communication, and cultural consumer confidence urgently needs to be restored [2]. Secondly, the supply side digital transformation has become the mainstream trend. During the epidemic prevention and control period, home consumption has become the mainstream consumption form, users have deep contact with the Internet, and digital production and consumption are in the ascendant.

Information technology is based on modern communication technology, network technology and database technology. 5g promotes the large connection and low delay of the network, accelerates the integration of traditional media, emerging media continue to emerge, and short video may become the first industry to benefit from 5g technology [3]. Starting from the communication characteristics of short video platforms, intangible cultural heritage makes full use of new technologies such as holographic projection and three-dimensional animation to build a cloud system, build a digital immersive cultural venue, and actively explore digital production. At the same time, database technology can accurately screen and analyze user traffic and preferences, build big data models, and provide accurate and rich data for the personalized development of Li's traditional spinning, dyeing, weaving and embroidery skills. In addition, the emerging concept of "meta universe" is widely concerned, and its technology,

civilization and other factors may become a new entry point for the development of the traditional spinning, dyeing, weaving and embroidery skills of the Li nationality.

According to the 49th statistical report on the development of China's Internet, by December 2021, the number of online video (including short video) users in China had reached 975million, and the number of short video users had reached 934million. Short videos not only enrich the form of original advertisements in new media, but also have the characteristics of low production threshold, less technical requirements and short production cycle. All people can become creators of short videos. Compared with live broadcast, short video has more dissemination value; Compared with micro movies, short videos are more interesting, and their outstanding features provide a platform for the interesting, extensive and efficient development of the traditional spinning, dyeing, weaving and embroidery skills of the Li nationality [4].

2. Analysis of the Duality of Traditional Skills

2.1. Communication Dilemma

With the social progress and economic development, great changes have taken place in the society of Li nationality areas. Nowadays, with the rapid development of economic construction and various social undertakings in Li minority areas, the mountain areas have increasingly frequent exchanges with the outside world, the self-sufficient natural economic model of men's farming and women's weaving, on which traditional handicrafts rely, has collapsed, and necessities such as clothing no longer need to be self-sufficient. The market decides the development, and the skills without follow-up development power lose their development power due to the reduction of demand. Most of the local young people who are more inclined to accept new things choose to leave their hometown and change their original life. Few young people are willing to inherit the skills of spinning and dyeing [5].

In addition, the lack of raw materials is also an important reason why the traditional spinning, dyeing, weaving and embroidery skills cannot be fully inherited. Due to the reduction of cotton planting in Li nationality areas, perennial cotton required by Lijin is only sporadically distributed in Li nationality areas, and foreign cotton yarn has replaced soil yarn [6]. With the development and construction of modern mountain areas, the bark fiber, hemp fiber, rattan fiber and other fiber materials needed for the production of Li brocade are also increasingly scarce, and many dyeing plants can not even be found.

2.2. Relevant Protection Policies

In June, 2021, Hainan Province officially issued the three-year action plan for the protection and development of the traditional spinning, dyeing, weaving and embroidery skills of Li nationality (2021-2023), which clarified the direction and outlined the path for the protection and inheritance of the traditional spinning, dyeing, weaving and embroidery skills of Li nationality (hereinafter referred to as Li brocade skills), and further strengthened the systematic protection, creative transformation and innovative development of the traditional spinning, dyeing, weaving and embroidery skills of Li nationality. The construction of an effective protection mechanism, the gradual improvement of the research system, and the continuous promotion of human security. A series of national policies and actions have injected strong vitality into the inheritance and development of the traditional spinning, dyeing, weaving and embroidery skills of the Li nationality, and enhanced the cultural confidence of the people.

3. Research on Development Path

3.1. Main Body Path: From a Single Main Body to Multiple Circles

The image of Li's traditional spinning, dyeing, weaving and embroidery skills on the short video platform is to make full use of some of the most active communication channels to carry out minority image communication practice. As one of the most influential short video platforms, Tiktok has more than 400million daily active users and strong user stickiness. Loyal users of such short video platforms can directly or indirectly transform into the audience of the image of the traditional spinning, dyeing, weaving and embroidery skills of Li nationality through content distribution. The communication in the mobile short video era has a diversified side. Everyone can become the main body of the dissemination of the traditional spinning, dyeing, weaving and embroidery skills of the Li nationality. As long as they participate in the social interaction of images, they will become communicators. Netizens often have different identities and belong to different circles, but they pay attention to the image of the same Li nationality's traditional spinning, dyeing, weaving and embroidery skills through the same short video platform. Since then, cultural communication has broken through the differences between generations and circles, and has a general resonance in the broad market. Through the invisible circles, they create ideas, introduce story practice, and become another participant in the short video.

3.2. Content Path: From Elite Culture to Mass Culture

The traditional spinning, dyeing, weaving and embroidery skills of Li nationality integrate spinning, dyeing, weaving and embroidery, with cotton thread, hemp thread and other fibers as the main materials, covering the textile skills of tie dyeing warp gauze, double-sided embroidery, single-sided jacquard weaving and so on. Because the traditional spinning, dyeing, weaving and embroidery skills of Li nationality have been washed for a long time in history, it is easy to give people a complex, cold and profound illusion. The migration from elite culture to mass culture has become an important trend of its dissemination and promotion. Through oral presentation, on-site demonstration, skill explanation and other ways, the inheritors of skills show their own skills, skills or cultural connotation in the form of short videos, breaking through the original physical space-time constraints and achieving effective penetration into the public. Short video platforms such as Tiktok and Kwai can launch images of Li's traditional spinning, dyeing, weaving and embroidery skills, and use the platform's built-in intelligent push function to target the images according to users' preferences, aesthetics, consumption habits and other user portraits. In the process of social fission communication, the connotation of Li's traditional spinning, dyeing, weaving and embroidery technology has achieved secondary processing in description, production and joint construction. The key to using the short video platform for communication is to make a short, novel, shocking, detailed and story telling short video, so as to form a huge communication effect after release, so that the audience can build a basic impression on the traditional spinning, dyeing and embroidery skills of Li nationality, and then watch and understand the waist loom weaving, traditional dye dyeing, single-sided and double-sided embroidery and other processes.

3.3. Mode and Path: From One-Way Output to Technological Co-Creation

The scene is not only a spatial location orientation, but also a virtual social interaction space-time built with big data, social media platforms, sensing and positioning systems and other elements in the era of mobile Internet. The dissemination and promotion of Li nationality's traditional spinning, dyeing, weaving and embroidery skills have high experience requirements: there are great regional differences in brocade patterns; Embroidery stitches include flat embroidery, cloth embroidery, pick embroidery, push embroidery, etc., with a wide variety; In terms of dyeing, traditional dyes include plant dyes, animal dyes and mineral dyes; This

requires the image of the traditional spinning, dyeing, weaving and embroidery skills of the Li nationality to innovate and change from the aspects of expression, copywriting design, music collocation, etc., to overtake in terms of technology, and to establish common scenes or personalized scenes through virtual technology, so that the audience can truly perceive the scene. Not only that, with the proposal and development of the concept of "meta universe", the real audience may enter the virtual space-time life in the form of digital avatar in the future, and truly enter the story of the traditional spinning, dyeing, weaving and embroidery skills of Li nationality. As a world-class intangible cultural heritage, the traditional spinning, dyeing, weaving and embroidery technology of Li nationality has media attributes in itself, and the essence of the new media platform is a higher-level information complex. The combination of intangible cultural heritage resources and new media platforms will give birth to new media products.

4. Conclusion

Under the dual situation of communication dilemma and relevant policy protection of traditional skills, this paper focuses on short video media, explores and summarizes the traditional spinning, dyeing, weaving and embroidery skills of Li nationality, and the development path in three aspects of subject, content and method in the era of short video, and provides a new reference for the digital dissemination of intangible cultural heritage with a small incision.

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