

Research on the Compatibility of Oral Description Video Communication and Social Media

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Abstract

With the rapid development of the Internet, people's emotional sustenance has gradually shifted from offline to online. The communication channels and effects of social media have also received widespread attention from scholars and audiences because of the increased uncertainty and mobility of the audience, showing characteristics such as "neo-tribalization". At the same time, the dissemination of oral description images has also become one of the hot issues in the field of oral history research. This article attempts to analyze the promotion and application of oral description images and the development strategies and significance of social media compatibility from the perspective of social media and oral description image dissemination.

Keywords

Oral Description Communication, Social Media, Diversity.

1. Introduction

Oral description originally meant "speaking" of "seeing". It is a kind of oral or written narration that converts image information that is difficult or impossible for the visually impaired to receive into language symbols to help the visually impaired overcome difficulties in daily life and study. and services for various visual impairments in the work environment, namely oral description services for the visually impaired. With the development of the times, the whole society has paid increasing attention to oral history. The role of the subject of oral description is not limited to providing services to people with disabilities, but also provides important support and communication means for oral history research.

Since the publication of the book "What is Social Media" by American scholar Antony Mayfield in 2007, social media has received widespread attention. Social media is based on users' social relationships. Online communication mainly relies on the social relationship network of users as nodes to achieve interaction and connection. The mobile Internet, which is characterized by socialization, localization and mobility, can provide oral descriptions. Creation and communication bring opportunities and challenges. The development of social media based on the collaboration of multiple subjects has quietly brought new opportunities for the dissemination of oral descriptions. Social media also brings "strong" connections between people through the convenience of information acquisition and social interactivity, reaching an unprecedented level of "closeness".

The development of social media in China can be traced back to Shuguang BBS, the first Chinese forum established in 1994. 1994 is also known as the first year of China's development in the field of social media. As of June 2022, the number of mobile social users in my country has exceeded 900 million, an increase of 7.1% compared with June 2021. At this stage, social media

mainly include various social networking sites, Weibo and WeChat, Douyin and Xiaohongshu, etc. Among them, Douyin, WeChat and Weibo are the three social media with the highest traffic nowadays. platform. In the future, we do not rule out changes in rankings due to the rise of emerging social media such as Xiaohongshu, Bilibili, and Zhihu. However, with the innovation of the information forms it spreads, picture socialization, sound and video socialization have become the main ways for people to use social media to socialize, and they are also important content that people pay attention to when browsing the Internet. Social media has developed into a creator of hot topics and an interactive subject of self-generated content. It has also become a benchmark for traditional media news reporting.

2. Characteristics of Social Media

2.1. Information Fragmentation and Cascading Value-Added Dissemination

The information transmission of social media breaks the limitations of time and space. Users upload part of the information they see, hear and are interested in on the Internet. The complete story structure has not yet been formed, and the presentation of its content has the characteristics of "fragmentation". Due to the explosive growth of fragmented information, its drawbacks have gradually emerged, causing users' original thinking to change to a certain extent, which can easily lead to users being unable to understand the full picture of the event, resulting in "inaccuracy" of the information transmitted, that is, affecting the authenticity of event communication.

Users of social media mainly communicate through symbols, using pictures and words to form their own identities, rejecting fixed and single identities. A piece of information is cascaded between some users, and each of them belongs to a node for information dissemination. The information will increase as the nodes spread, so that more and more people know the existence of the information. This phenomenon not only exists in the Internet, but also in real-life information exchange and dissemination, but the Internet can enhance the effectiveness of information cascade value-added dissemination.

2.2. Openness and Subject Diversity

The content production of social media can come from all aspects of users' lives, such as eyewitnesses, conversations and exchanges, etc. The low entry threshold for social media, especially in the post-epidemic era, has indirectly led to a surge in the number of users. From mainstream media to self-media, from urban population to rural population, from the elderly to children and other diverse users, social media has participated. Global media is also highly inclusive and open. Social media has a large user base and a wide coverage area, and has gradually become an outlet for people's daily emotions. Users can break through the influence of time and space on the platform and use the "circle" effect to find people with the same interests and hobbies as themselves, which shortens the distance between people and has strong adhesion.

2.3. Intuitive Visualization and Spatiotemporal Embeddedness

Social media breaks through traditional text and oral communication methods and can record events through video, text, audio, video and other methods. On the basis of ensuring the objectivity of the event, it makes the event appear more intuitively and visually in front of the user's eyes. In the past, news relied on newspaper media to record information, and information was transmitted through methods such as "selling newspapers" and "reading newspapers". Nowadays, the way traditional news media disseminate information has been gradually adjusted. Integrated media centers at all levels have opened Douyin, public accounts, etc. to use on-site Audio recordings, video editing and other means try to restore the first scene

of the news as much as possible. Users can more intuitively understand the reality of the news through their own "listening and watching".

In addition, users in social media can record and publish the events that they have seen and actually happened through audio and video recording, etc., without being limited by time and space, and has the characteristics of "a mixture of time and space". We call it spatiotemporal embeddedness, which means "spatial and temporal presence." The spatiotemporal embeddedness of social media can change the way the audience receives it, make up for the high cost of information dissemination, and provide users with convenience, timeliness, and simultaneous Characteristics such as sex, time non-linearity, and spatial non-fixity can be integrated into the production process of oral description images with unique spatiotemporal significance.

3. The Role and Shortcomings of Social Media in the Dissemination of Oral Descriptions

3.1. Positive Effects

3.1.1. Constructing an Emotional Space for Information Sharing to Facilitate Oral History Discussions

Oral description is not only an important means of disseminating and promoting the excellent traditional culture of China, but also carries the common pursuit of spiritual values of the Chinese nation; and social media has become the main tool and platform for audiences to share their opinions, experiences and perspectives, which can not only build The emotional space for information sharing between users can also inspire the audience's national pride and enhance their national cultural self-confidence. Since the boundaries between the subject of social media information release activities and the audience receiving the information are very blurred, anyone in social media can participate as a content producer, disseminator, and consumer, and this identity Can change at any time based on their network activity. These characteristics of social media have led to the situation where the audience was relatively vulnerable in the past communication. Users can actively accept and publish information, which provides an emotional communication carrier for oral history that breaks the limitations of time and space, and allows the public to communicate at any time through social media. Search, understand and even experience history and culture anywhere, and express your opinions on the protection of oral history.

3.1.2. Utilize the "Information Cocoon" Effect to Return to Tribalism and Enhance the Energy Efficiency of Information Dissemination

Social media will use big data to study user preferences and push personalized and exclusive content to users in a targeted manner. From a psychological perspective, most users only accept views and opinions that are the same as their own, and reject "outsiders". This approach can enhance users' love and stickiness to the Internet to a certain extent, and can also easily cause the "information cocoon" effect. Ignoring or being unable to access information that is inconsistent with one's own thoughts for a long time will negatively affect "foreign" information, culture, etc. Forming information squeeze, forming "tribalization" and "circle barriers". But the "information cocoon room" can also enhance the effectiveness of information dissemination. In the process of oral history dissemination, a "tribe" will be formed among the groups connected through social media. Many oral history enthusiasts will gather in this "small circle" to discuss and study oral history because of their own preferences. It also evaluates and promotes oral history, which to a certain extent promotes the rapid dissemination of oral history in social media.

3.2. The Shortcomings of Social Media in the Dissemination of Oral Descriptions

3.2.1. The Subjective Expression of Social Media in Information Dissemination

Today, with the prevalence of social media, more and more users obtain information through social media. However, due to the characteristics of social media content production and dissemination such as fragmentation and interactivity, the original news content lacks integrity. In the interactive process of social media, information is constantly reproduced, resulting in a large number of "information bubbles" with personal subjective expressions.

In the process of information dissemination through social media, the dissemination content is always accompanied by conversations, forwarding, comments, and information supplements. For some complex and controversial social issues and oral description image dissemination issues, social media users are counted in millions. Their views are usually based on their own exposure to social media and have strong subjective intentions. Many social media content itself is incomplete, or the content is misread, or "abnormal" remarks are emphasized. In short, information has been processed many times, and the content it spreads cannot be completely called an "objective" description. Once this content enters the "echo chamber" of social media, misunderstandings will be amplified, resulting in strong subjective expressions in the spread content.

3.2.2. Social Media Produces a "Narcotic Effect" and the Main Body of Communication is Less Active

The concept of "narcotic effect" of mass media was first proposed by Western scholars Lazarsfeld and Merton. In layman's terms, if the audience is addicted to a large amount of superficial information provided by the media and the popular content derived from the pan-entertainment of the media in a relatively limited period of time, the audience may unconsciously lose interest in the information received or reduce their attention. Or the behavior of browsing media content in social media is replaced by one's own practical actions until the audience loses their own social practice ability. This phenomenon is called the "narcotic effect". With the advent of the post-epidemic era, people's emotional transmission center has gradually shifted from offline to online. Online contacts and exchanges have become a kind of emotional sustenance for people. Moreover, the Internet access threshold is low, and online users have surged. Taking the number of public users as an example, China's WeChat had as many as 1 billion monthly active users in 2019. This directly leads to the continuous influx of massive and fragmented "overload" information to the audience in the complicated Internet world, which seriously exceeds the capacity of the audience and the media itself. It not only directly causes the audience to have problems in the process of reading and browsing information. The strong sense of fatigue also makes the audience gradually become accustomed to "passively" receiving information and gradually lose the ability to actively think and related social practices.

When overloaded information floods the audience, it also indirectly causes the audience to spend a very short time receiving and browsing each piece of information, even those hot issues related to their own professional research and that can arouse strong interest, it is also difficult to gain the audience's attention for a long time. They will "consciously" ignore relevant information and "block" related discussions. In this state, the audience will gradually be attracted and addicted to all kinds of bizarre entertainment information created by social media. The "narcotic effect" of this media not only leads to a significant reduction in the vitality of communication subjects in active communication, but also causes social media audiences to gradually confuse the meaning of "knowing the problem" and "solving the problem" in the process of information dissemination and reception.

3.2.3. Pan-Entertainment “Internet Carnival” Dissipates the Vitality of Oral Description Video Communication

In recent years, the trend of pan-entertainment and vulgar hype on the Internet has quietly emerged. Bad cultures such as traffic first, aesthetic deformity, and "fandom" chaos are rampant. In order to gain the "viewing" traffic of netizens and make the disseminated content a hot "topic" on social media, in the process of self-creating the content or sharing and discussing it through personal accounts, by creating, strengthening or even exaggerating the disseminated content. The entertainment elements often make the original serious research content shallow and empty during the communication process. In this process, most audiences only satisfy their own psychological needs for entertainment. In order to relax their nervousness, they keep the information they receive at the level of "viewing" and do not pay enough attention to "action". Therefore, this kind of communication or the discussion is based on the "indifferent" attitude of the audience. This indifferent "onlooker" will lead to the emergence of the audience's "dissolving" attitude, reduce the audience's ability to produce and disseminate information, and will also reduce the vitality of oral description video communication activities.

In addition, social media "produces" pieces of "work" for onlookers to seize the hot search lists of various social media. While satisfying the audience's curiosity, it also occupies a large amount of platform public resources, resulting in oral histories, etc. Important information cannot be disseminated effectively, which is also a kind of general entertainment squeeze on public resources. In addition, most social media users in the Internet era are young netizens, who lack certain attention and respect for traditional history and culture. Excessive entertainment will make the dissemination of oral history more difficult to achieve, and may also easily lead to the loss of undiscovered and unexplored historical materials.

4. Social Media Strategies in the Dissemination of Oral Descriptions

4.1. Stimulate the Vitality of Subjects and Improve the Quality of Oral Description Video Content Creation

First of all, in the dissemination of oral descriptions in social media, we should focus on improving the user experience and improving the quality of content production. In the Internet era where "content is king", we should achieve differentiation and specialization of oral description content production, and make it more Pay attention to the creativity of oral description images and their written expressions, and delve into the connotation of oral description image culture, so that the content can highlight its core competitiveness in social media communication.

Secondly, emotion is another potential driving force for information dissemination in the social media environment. To attract users, oral descriptions should not only avoid the accumulation of content production and create a "carnival" bubble, but also pay attention to the authenticity of content production. In addition, it is also necessary to explore the story-telling nature of oral description video content so that users can have emotional resonance, that is, build an "emotional community." Only in this way can the effectiveness of social media communication be better improved.

Finally, in order to improve the communication efficiency of oral description images, we must also effectively stimulate the vitality of the subject. The social media platform is an open platform that is user-centered and has a strong network resource matrix cohesion and interest circle penetration. It requires users to be individualized and group-based to promote the spread of oral descriptions.

4.2. Strengthen Government Leadership and Certify Mainstream Media

The government is the guide, planner and macro-controller of cultural construction. The promotion of oral description also requires the government to play a guiding role and improve policy support and overall layout. Through the "dialogue" of social media, that is, interactivity, we can use the powerful social functions of social media to initiate topics and improve user participation.

The promotion of oral descriptions can link to mainstream media for a long time, that is, through mature mainstream media accounts, the oral description content can be promoted and diverted. The official mainstream media is authoritative and targets audiences in various regions. Users' attention is extremely high, prompting more Users understand, pay attention to, and value oral description video communication.

4.3. Make Good Use of Social Context to Create Oral Description IP

In the context of social media, oral description video culture, while pursuing timely and efficient dissemination, can also utilize the resource aggregation capabilities of various social media platforms to attract audiences to the greatest extent by creating oral description video IP. Network fragmentation has resulted in more complex network information, and users receive a huge amount of information, which requires the creation of exclusive audio description IP. When creating an IP for a social media personal account, you are actually building a reputation centered around your unique name or cause, with the goal of marketing yourself as an expert in your field to gain the trust and respect of others in your industry. Social media platforms such as Weibo, Douyin, and Xiaohongshu are excellent tools for establishing and developing oral description IP. They can allow communication entities to reach more target audiences.

In the process of creating oral description IP, it is first necessary to maintain a consistent IP image and voice across all social materials. This consistency plays a vital role in maintaining a clear role for communication subjects in social media accounts. IP guidelines for oral descriptions can be established to ensure that during the dissemination of oral descriptions, all social media posts are disseminated around the guidelines set by the dissemination body. You can also use the same design plan and integrate multiple channels in the process of creating IP. This will ensure that the communication body maintains a consistent presence and voice when publishing content through different channels. Secondly, in the process of creating oral description IP, design and create rich communication content, and clarify the timetable for the release of social media information. Finally, in social media groups or forums, it is also crucial to keep the subject and audience active. Social media platforms provide countless opportunities to join audiences that attract specific industries or users who are interested in specific subjects, helping to establish communication. The subject's status and voice in the industry.

4.4. Aggregate and Link Multiple Platforms to Create a Powerful Communication Matrix

In the Internet era, users are distributed across multiple platforms, and the convenience of network technology makes it possible to aggregate and link various social media platforms. We, the audience, can start from different dimensions of oral description images and actively plan special activities related to the dissemination of oral description image content, so that the dissemination of oral description images becomes truly "hot" and "popular". Audiences will choose different platforms to obtain information based on their interests and hobbies. Social accounts such as enterprises can also rely on their capital, technology and market advantages to become the core operating entities of oral description video dissemination. In order to ensure the efficient dissemination of oral description images, the dissemination of oral description images cannot be limited to the dissemination of a single social media. Only by integrating and linking multiple platforms to create a powerful communication matrix can the

promotion of oral description images be maximized, such as Douyin, WeChat, etc. Aggregation and linkage of platforms such as Bo and WeChat.

At the same time, social media can use "matrix communication", that is, use the platform's big data algorithm to analyze the user's age, nature of work and other characteristics, push oral description content to different media platforms, satisfy users' personalized information subscription, and realize media resources Interoperability and sharing, media content compatibility. Oral descriptions can use "matrix communication". Social media pushes oral histories to different users through multiple channels and analyzes users' preferences for oral histories. Users who are interested in oral histories can push relevant information for a long time to ensure the timeliness of oral descriptions dissemination. sex.

5. Conclusion

China has a history of five thousand years, and the importance of the inheritance and development of history is beyond doubt. The method of historical preservation is not limited to text. Oral description can record the interviewee's momentum, tone, expression, movements, language and many other aspects. It can better preserve the existing historical data and facilitate future generations' understanding of relevant history. Research. As an important support and means for oral description image dissemination, social media can promote the mutual adaptation and integration of social media and oral history image dissemination, continuously innovate the ways of oral history image dissemination, and maximize the efficiency of oral description image dissemination. In addition, in the Internet age, whether it is social media or oral description image communication itself, our researchers should pay more attention to "people" and realize that oral description image communication and social media go in the same direction and develop collaboratively.

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