

# Study on the Innovation of Short Video Communication Path of Keemun Red Tea Culture under the Perspective of Rural Revitalization

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## Abstract

Qimen black tea with its long history and unique production process has been handed down to the present day. The current Qihong tea products and quality are at a high level, and the Qihong industry is also the core of the local rural revitalization, but the related topics are not highly concerned. The rapid development of Internet technology, self-media platform is highly favored. Short video plays an important role in innovative promotion of Qimen red tea development, enhance visibility and influence, and empower rural revitalization. The purpose of this paper is to explore the rural revitalization perspective of Qihong culture short video communication innovation road research. Through the survey questionnaire, review of literature and other research methods to draw the research status, for the dissemination of Qimen red tea culture to provide practical direction.

## Keywords

Qimen black tea culture, short video, rural revitalization, innovation.

## 1. Introduction

### 1.1. Significance of the study

1.1.1 Theoretical significance (1) for the dissemination of Qimen black tea culture to develop a new research perspective on the effect of short video communication. With the help of diversified short video communication methods, to create a favorable environment for the inheritance and development of Qimen black tea culture, and to provide new perspectives for the subsequent study of the dissemination of Chinese tea culture and non-heritage culture. (2) Develop and construct Qimen red tea culture short video communication effect evaluation index system, conduct in-depth research on communication content, communication characteristics, communication strategy, communication significance, etc., to enrich and expand the short video performance evaluation research. (3) Under the perspective of rural revitalization, multi-dimensional and multi-perspective excavation of Qimen black tea cultural resources, injecting new power into the future development of the countryside and rural cultural dissemination, and providing cultural theoretical basis for the innovation of the agricultural industry chain and sales channels. Expand new ideas for digital media "Internet +" driven rural revitalization. (3) This study combines the theories from multiple disciplines, such as collaborative governance, social cognition, economic and management sciences, and

communication science, and has certain theoretical significance for the integration and development of various disciplines.

1.1.2 Practical significance (1) Provide feasible countermeasures for the dissemination of Qimen black tea culture, fully realize the internal cohesion of the culture of Anhui Province and the role of the bridge to the outside world, to create a new era of Anhui ideological and cultural positions. (2) spread Qimen black tea culture in a visual way, enrich the development of Qimen black tea culture. Enhance the Qimen black tea culture in the short video dissemination effect, expand the influence of Anhui tea culture, enhance the cultural self-confidence of the people in Anhui, enhance the soft power of local culture, and show the regional style of Anhui Province. (3) Expand the short video communication path of Qimen red tea culture, give full play to the value advantage of short video in the Qimen red tea culture communication, empower rural revitalization with digital culture industry, enrich the short video content of Qimen red tea culture communication, improve its dissemination and influence, effectively promote the farmers' income and the construction of the country's new rural areas, improve the level of rural social security, and let the farmers share the fruits of agricultural and rural modernization together. (4) Through the short video orientation, explore the direction and method of regional cultural brand development, promote the continuous improvement and perfection of new forms of Anhui tea consumption, tea culture, tea experience, tea tourism, etc., drive the Anhui tea enterprises and tea farmers to increase their income and become rich, and realize the traffic and market sharing between the traditional value chain and the extended value chain, which will produce great economic and social benefits.

## 1.2. Current state of research and literature review

Through the collation, review and analysis of related literature, it is found that in the field of news communication, the current main research direction on Qihong culture focuses on the value of its development and dissemination, as well as the significance of the dissemination of culture with the help of new scientific and technological means and new communication vectors and the relationship between cultural communication and rural revitalization. In the following, the existing research results will be sorted out and summarized from the value of tea culture dissemination, the significance of short videos on cultural dissemination and cultural dissemination empowering rural revitalization, respectively.

First, tea culture dissemination research. Specifically, it includes (1) the study of the value of tea culture dissemination (Gan, Huainan, 2022, Chia-Yi, Zhou, Hui-Min, 2021, Yu, Ming-Hua, 2019), and (2) the study of the content of tea culture dissemination (Jiao, Zhuo-Ran, 2022, Jia, Li-Xia, 2021);

The second is the study of the significance of short videos on cultural communication. Specifically, it includes (1) case studies of short videos on cultural communication (Kuang Huangmei, 2022, Leng Xiaoqiong, 2022, and Jiang Xie, 2022), (2) research on the application strategy of short video in cultural communication (Shi Xin, 2022, Shi Jinxue, 2020);

Thirdly, research on cultural communication empowering rural revitalization. It mainly includes (1) research on cultural construction in the perspective of rural revitalization (Xu Wenjing, 2021, Hu Yang, 2020, and Peng Yating, 2019), and (2) research on the integration path of tea culture and rural development (Zhao Na, 2022, and Zhao Research, 2021).

In summary, although the existing research has achieved certain results, there is still a large research space about the innovative path of disseminating Qihong culture to promote rural revitalization in the era of mobile short video.

## 1.3. Research methodology

1.3.1 Participatory Observation Method Participatory observation is often used in anthropology, ethnography and other disciplines, mostly with a specific cultural group as the object of

examination. Researchers go deep into the life context of the object of study, for a certain cultural phenomenon, hoping to get a comprehensive and profound understanding. The authors of this study as a Shake sound platform Qihong culture enthusiasts to participate in the observation of Qihong culture dissemination activities, participate in the observation method of sample selection and sample size determination standards are more ambiguous, so the number of fans of the dissemination of the main body of the Shake sound, the video content, the update rate, and the amount of live with cash as the sample selection criteria, screening out the focus of the target of the observation. In order to ensure the representativeness of the research samples, this paper focuses on the Qihong culture propaganda class ShakeYin account, and at the same time joins the fan group to participate in the daily interactions, and observes its propagation behavior through the participation, and outlines the dissemination activities of Chinese excellent traditional culture on the ShakeYin platform.

**1.3.2 Network Interview Method** The network interview method, also called online interview, is one of the more popular interview methods in today's highly developed network society. The interview methods mainly include WeChat, SMS, video, email, telephone and other forms of interviews, which can transcend the space to find out more participants, but at the same time, due to the technology, confidentiality, and other reasons the interviewee may be difficult to get the information they need in the process of collecting information. . The author will act as an interviewer for this research focusing on the research sample Jitterbug account and use the Jitterbug platform or other ways to start network online communication with some communication subjects, to understand the motivation of their communication activities, to explore some of the video content, to understand the current situation of the local Qihong cultural communication, and to obtain reliable information about the Qihong cultural communication activities.

## **2. Qimen black tea culture in jittery voice short video dissemination deficiency analysis**

Since the 18th CPC National Congress, General Secretary Xi Jinping has, on many different occasions, expounded a series of important theses on the soft power of the national culture, General Secretary Xi Jinping pointed out that "to improve the soft power of the national culture, we should endeavor to enhance the right of international discourse, and strengthen the construction of the international communication capacity"; in Xi Jinping's ideological system of governance, the idea of improving the country's cultural soft power is an important aspect. The idea of cultural soft power is an important aspect of the content . To further enhance the influence of tea culture, it is necessary to make efforts from the level of communication, so that more people appreciate the charm of it, for the value of the blossoming of the color, the emergence and development of new media for the Qihong culture to further enhance the effectiveness of the dissemination of the Qihong culture to provide a good support . However, with the Qihong culture in the jittery voice short video application platform continues to spread, which there are shortcomings also gradually appeared, mainly in the following aspects.

### **2.1. Low level of tea culture awareness**

Although Chinese tea culture has come into people's daily life and become an essential part of it, the general public does not know enough about tea culture, and the level of awareness of tea culture is still at a relatively low level. Tea culture, as a part of traditional Chinese culture, popularizing the knowledge of tea culture to the general public is an important direction to build cultural confidence. Allowing the public to learn about tea culture, and thus understand the beauty of traditional Chinese culture, helps to build cultural self-confidence.

## **2.2. Emphasis on sales and neglect of culture**

People tend to focus on the economic profits brought by the sale of tea, while ignoring the dissemination of tea culture. In order to achieve the purpose of profitability, businessmen put all the focus on product development and subsequent sales of tea, focusing on the quality of tea and its cost-effective, less concerned about the spiritual connotation embodied in the tea. In the long run, it is not conducive to the spread of tea culture in China.

## **2.3. Dissolution of culture by pan-entertainment**

In the Jieyin short video application platform, people pay excessive attention to entertainment, and the communication content about tea culture is too entertaining, which dilutes the dissemination of tea culture itself and ignores the cultural connotation; the degree of content homogenization is too high, and when a user watches or likes a certain video, the platform, according to the push algorithm, will continuously push similar videos to him or her, which is easy to produce aesthetic fatigue; the Jieyin short video application platform pays attention to user attention, and the Creators ignore the dissemination of tea culture in order to create works that attract people's attention.

## **2.4. Performing excesses backfires on the culture**

Tea ceremony as an important carrier of tea culture dissemination, has a high degree of attraction to people, in the appreciation of tea ceremony performance at the same time, feel the tea culture. However, the modern tea ceremony is excessive and too pretentious: tea performers only focus on the beauty of the form, without showing the tea culture behind the derivation; with the increase in demand for tea performances, the demand for tea masters is great, and more and more people are entering the industry, but the quality of the quality is uneven; there is a certain misunderstanding of the tea profession in the society, which is considered to be lacking in gold content and belonging to the low-end occupation, resulting in the lack of career planning and also affecting the dissemination of the tea culture. Insufficient career planning also affects the spread of tea culture.

# **3. Countermeasures to strengthen the communication power of Qihong culture in the era of short video**

## **3.1. Build Qihong culture communication system**

Multi-angle dissemination of Qihong culture, in-depth excavation of the history, culture and production process of Qimen red tea, enriching the Qihong culture short video theme, through lively and interesting stories, beautiful images and detailed explanations, showing its unique charm. Extend the Qihong cultural communication industry chain, Qihong culture has a long and rich historical heritage, through the short video to show the Qimen red tea tea show, tea ceremony, tea legends, etc., to enrich the Qihong cultural connotation. Based on the new media environment, compared with traditional media, self-media platforms have fun, interactivity and global communication advantages. Qihong culture should be integrated into the Internet thinking, explore the communication model, combined with current events and popular trends, the creation of short video content with topicality and attractiveness, triggering the audience's interest and discussion; with the help of VR and other emerging technologies for the creation of Qihong culture to broaden the scope of dissemination. Establish brand image and reputation, Qihong culture has a characteristic "Qimen Xiang" production process, through the short video to show its high quality, unique taste and cultural connotation, so as to create Qihong culture IP, expand influence and popularity.

### 3.2. Create high-quality Qihong culture short videos

Based on the short-video platform to strengthen the dissemination, utilizing the short-video platform's large user base and high interactivity, we formulate a regular release plan, maintain the frequency and stability of content updates, and attract the continuous attention of users. According to the recommendation algorithm of the short video platform, increase the exposure rate of Keemun black tea related content by optimizing the label, title and description. As the characteristics of different platforms vary, video content that meets the characteristics of the platform can be released accordingly, thus strengthening promotion. Close to the public discourse space, strengthen interactive participation, through the study of public entertainment psychology and user short video hobby tendency, analyze the characteristics of short video users, the Qihong culture to professional and interesting form of presentation, to motivate the user to watch the short video independently of the secondary creation. At the same time to meet the short video user information fragmentation reading, abbreviated content, fast reading tendency, integration design, production of Qihong culture to attract the interest of the user communication content, so as to enhance the communication power and sense of identity.

### 3.3. Grasp the mainstream qualities of Qihong culture in short video communication

Chinese culture has a long history and contains profound connotations, in which there are both excellence and flaws, which must be clearly delineated. In the process of spreading Qihong culture, pure commercialization and simplification is not enough, it must be based on the needs of the market and the audience. If we are only satisfied with the Qimen red tea as a material carrier without digging deep into the spiritual connotation behind it, the use of vulgarization and spoof interpretation, it will easily lead to misrepresentation and misdirection, to the audience to bring unnecessary trouble. Thus, Qihong culture is misunderstood as vulgar culture, losing its own unique charm and value. Therefore, in-depth understanding and dissemination of Qihong culture, we must carefully grasp and analyze the widely recognized mainstream qualities contained therein, and accurately deliver the content. Otherwise, once the distorted information spread out, it will form a "water can't be retrieved" situation, resulting in misinformation on the spread of Qihong culture has a negative impact on the dissemination of Qihong culture, and then lose its unique "Chinese flavor", damage to its "Chinese impression". Chinese impression". To encourage Qihong culture inheritors and practitioners to actively integrate into the new media communication pattern, give full play to their professional advantages, the development of tea culture information gatekeeper, and attach importance to the continuous refinement of its media literacy, to lead the correct direction of public opinion and network culture, to promote the public to the correct interpretation of Qihong culture .

## 4. Rebranding Tea Drinks Using Short Videos

### 4.1. Passing on the Tea Drinking Culture

Tea culture does not exist alone in China, and has historically been intertwined with Confucianism, Buddhism and Taoism. Whether Confucianism, Buddhism or Taoism tea is to follow their natural behavior, drinking tea for a long time not only for people's physical and mental health is very helpful, but also in a complex world to choose a quiet way. The Way of Tea is manifested in the Confucian philosophy of benevolence, etiquette, and cultivation of the three in one. Tea should not only have the natural effect but also show the four virtues of spirituality: to tea Li Li Ren; with tea to pay homage; to tea can be elegant Zhi; to tea line. Influenced by Confucian philosophy, tea salute has become a ritual, both to show respect for people, but also to show personal behavior. Whether it is Mencius's "respectful heart is the ritual" or Xunzi's "Therefore, learning to the ritual, the ultimate moral. The respect of etiquette, the respect of the

text" both reveal "no disrespect" as the spiritual essence of etiquette, adding a profound connotation to the tea ceremony at the core of Confucianism. People's daily life and behavior by the influence of tea, and strive to avoid barbaric rudeness, tea to honor the etiquette of Confucianism fusion of other norms of cultivation of the body and the rulers of successive generations of the tree mellowing the people's customs, planting good customs of the ideological indoctrination of the sharp weapon. But in Taoism, tea contains a different meaning. The earliest tea is one of the spiritual culture in the minds of Taoist people, many people in ancient China are pursuing the "immortal", and believe that it can be used to prolong life. Tea drink of the clear, cold, sweet to provide the effect of the mouth and stomach, tea of the clear, leisurely to provide the effect of the spirit, so favored by the Taoist feather guest, a moment of tea into the immortality, immortalization of the spirit. Here, of course, exaggerated the role of tea culture, but tea culture has since been integrated into the Taoist culture. Tea in the aromatic oil substances beneficial to the human body, there is a decomposition of fat and regulate the neurological and other pharmacological effects, tea alkaloids, tea polyphenols and organic acids have health care efficacy. It can be seen that the reasonable consumption of tea on our health is certainly beneficial, and now people with scientific concepts to care for the body and mind, with the help of tea can live forever said that is obviously a good wish. Today's tea, more to cater to a free and secluded state of mind, sentimental and natural feelings.

#### **4.2. Communicating the brand**

Nowadays, the wind of "national trend" is clamoring for attention, in fact, the essence is based on cultural confidence as the general basis, in line with the global trend of popular culture, fusion of traditional and modern development of a unique design style. Contemporary people are very culturally confident, the sense of cultural identity is increasing, which is also driven by the "national trend" of the wind. Behind this craze lies the aesthetic tilt of the young consumer group towards the traditional, in the past, the beauty of the young people's minds are very modern and avant-garde, but now the beauty is more diverse. To contemporary consumers, the acceptance of local brands has increased significantly, imported brands are no longer synonymous with "high-grade", whether the brand is imported or local consumer behavior has no significant impact, as long as the quality is good, good style will be favored. In the branding of tea drinks will be different "national trend" elements used in the design of the outer bag, on the one hand, can be quite creative packaging to attract the attention of consumers, on the other hand, can also be a symbol of the brand itself to show and strengthen. From the outside is to meet the contemporary aesthetic creative packaging to guide consumption, and its roots are unique to Anhui Qihong culture to shape the unique brand connotation, gesture of the tea brand worthy of people to savor. Chinese brands in the minds of consumers gradually occupied, in addition to the global popular culture in line with the aesthetic, product quality improvement, the people of the brand cultural identity is also a reason that can not be ignored. Shaping a unique tea brand, will not only get a new type of consumer adoration, but also will get the love of the consumer groups, and the connotation behind the brand is not only the traditional Chinese tea culture and China for thousands of years handed down a certain values and spiritual pursuit. Qihong culture as the soul of Qihong tea drink brand, so that the tea drink brand to go farther, retaining the vitality. So the branding of tea drinks should not only have a bright symbolization of the characteristics, but also to dig deep into the tea culture, brand connotation, so that the tea brand from the inside out to grow.

### **5. Study on the Innovation of Short Video Communication Path of Keemun Red Tea Culture under the Perspective of Rural Revitalization**

In exploring the multi-dimensional path of rural revitalization, the power of culture cannot be ignored. Qimen black tea culture, as a cultural treasure of Anhui Province, not only carries

profound historical and humanistic values, but also shows unique development potential in the context of the new era. The following will discuss how to inject new vitality into rural revitalization through the cultivation of cultural heritage, the innovation and integration of industrial model, as well as the introduction and cultivation of talents, and give it a more solid foundation of soft power.

### **5.1. Thickly cultivate cultural heritage and empower the soft power of rural revitalization**

Culture is the product of the development of human society to a certain stage, is the concentrated embodiment of the national cultural heritage and spiritual core. As a beautiful business card of Anhui, the inheritance and innovation of Keemun black tea culture is not only a part of the tea industry, but also a need for the development of the times. The arrival of the short video wind mouth, to Qimen black tea culture growth and dissemination provides a good soil. Anthony Giddens emphasized: "The identity of an individual also manifests itself in perpetuating its own particular narrative. This narrative requires absorbing what happens to the individual in the real world and categorizing it into 'stories' about the self." Short video creators based on Qimen black tea cultural resources, combined with their own experience and experience, using the communication advantages of the short video platform, so that the historical connotations, humanistic values and so on, which is conducive to the inheritance and revitalization of Qimen black tea culture, and enhance the cultural soft power. In addition, the development of tea culture industry can also attract more investment and entrepreneurs to come to the countryside to start their own business, driving the development of rural innovation and entrepreneurship .

### **5.2. Developing the integration model and empowering the revitalization of rural industries**

The goal of rural revitalization is to achieve prosperous rural industries, ecological livability, civilized rural customs, effective governance and affluent life, and the core is to accelerate the development of rural industries. Tea culture unique ecological environment and small farm economic characteristics in rural revitalization will undoubtedly usher in new development opportunities. And now the rural industry developed on the basis of culture has become the pillar industry of many villages. With the rapid development of the Internet, the explosion of short-video platforms has also provided new opportunities for the revitalization of sleepy culture in the countryside. Creators use short videos to increase the influence of Keemun black tea culture, enhance the added value of the tea industry, and drive a series of related industrial chains. In addition, the short video platform to create a high-quality brand image belonging to the Qimen black tea culture, so that the integration of the development of the industry has also received widespread attention, creating a very different picture of industrial development. For example, the cultural and tourism industry to tap cultural resources, promote the deep integration of culture and tourism development, with short video propaganda, to differentiate the experience to win the market. This can also provide a reference for the revitalization of rural industry empowered by Keemun black tea culture.

### **5.3. Attracting rural talents and empowering their revitalization**

The key to rural revitalization lies in people. Short video creators have a certain amount of fans after the foundation, to carry out some activities to help farmers, broaden the sales channels of local agricultural products, help rural development. Keemun black tea culture as a kind of "niche" culture not known to most people, there is a lot of space to be tapped, which can attract rural cultural communication short video creators to develop some creations around the Keemun black tea culture. Some entrepreneurs can also shoot a series of high-quality short

videos, and gradually establish a personalized brand, so as to take advantage of the dividends of the digital economy to promote enterprise development.

For some people in the field, most of the way they understand Qimen black tea is through digital media. The creators can change their concept of Qimen black tea to a certain extent, and enhance the understanding and recognition of Qimen black tea culture by people from all over the world, thus accelerating the promotion of Qimen black tea, and also increasing the endogenous power of rural revitalization to a certain extent.

## 6. Conclusion

The advantages of the mobile Internet-based short video platform for publicizing and promoting cultural information are mainly reflected in its wide audience, diverse forms of communication and convenient interaction and exchange. Short video platform has become the primary way for people to receive information. In the Qihong culture propaganda and popularization, should actively use the short video platform for propaganda and popularization, in the specific implementation level can shoot professional Qihong culture documentary, the use of major mainstream short video platform Qihong culture content and program dissemination, build online and offline integration of the development of Qihong culture industry.

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