

Exploring the Communication Value and Promotion Pathways of Shenyang's Intangible Cultural Heritage Short Videos

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Abstract

Intangible cultural heritage is an important component of the development of a national culture. At present, the short video of intangible cultural heritage based on digital and Internet technology has become a new mode of spreading intangible cultural heritage. However, due to insufficient understanding of the functions and positioning of intangible cultural heritage short videos, the dissemination and cultural inheritance of intangible cultural heritage short videos are still weak. Therefore, this article starts with the shortcomings in the dissemination of intangible cultural heritage short videos, and through in-depth analysis, ultimately proposes to improve the quality of intangible cultural heritage video content and continuously enhance users' emotional energy; Build a "co existing" situation for both parties and increase the virtual presence time for teaching; Utilize proactive guidance and set appropriate focus topics to optimize the path, in order to further enhance the inheritance and innovative cultural capabilities of intangible cultural heritage short videos.

Keywords

Shenyang Intangible Cultural Heritage; Short videos; Spread value; Promotion Path.

1. Introduction

With the rapid development of the Internet, social media platforms have gradually occupied a place in media communication, among which short videos have become the mainstay of communication. According to the Research Report on the Development of Online Audiovisual in China (2026), as of December 2025, the number of online audio-visual users in China has reached 1.099 billion. Short video is the only category that has achieved both scale and usage growth among applications with more than 80% of Internet users. The number of short video users has reached 1.074 billion. Short video has become the primary entrance for new Internet users to access the Internet. With the rapid development of mobile Internet, short video users are soaring, and the utilization rate of short video is far ahead of other applications. It has not only become one of the important channels for people to obtain information in their daily life, but also reduced the cost of intangible cultural heritage communication, improved the coverage of intangible cultural heritage communication, provided income generating functions for intangible cultural heritage inheritors, and has become the most important media platform for intangible cultural heritage communication in China. It can be said that short video provides new channels and new models for intangible cultural heritage communication. However, there are still many problems in promoting Shenyang's intangible cultural heritage through the interactive function of short videos. Therefore, this article aims to propose an optimized path for the future promotion of Shenyang's intangible cultural heritage short videos from the perspective of these problems, with the aim of expanding the cultural influence of Shenyang's intangible cultural heritage and "dynamically" inheriting and promoting intangible cultural heritage.

2. The Dissemination Value of Intangible Cultural Heritage Short Videos

Due to the low threshold and convenience of short video platforms, audiences can freely express their opinions in the comment section after browsing video content. Through the collision and fusion of viewpoints, they can deeply interact and communicate, ultimately forming a unique dissemination value.

2.1. Promote the Rapid Diffusion of Emotional Energy and Trigger Collective Excitement

During the use of short videos, users gain a sense of satisfaction through individual communication and interaction, which promotes the rapid diffusion of emotional energy. In the short video of Tiktok Intangible Cultural Heritage, the fans of intangible cultural heritage participate in the interaction of others in the form of words in the comment area. Through frequent exchanges and interactions, they stimulate personal feelings and also trigger collective excitement, thus forming a stronger emotional energy field.

2.2. Form a Highly United Group and Enhance Identity Recognition

A successful interactive communication can create a strong sense of group belonging among participants. On the Tiktok platform, short video lovers generate collective excitement as well as emotional resonance due to their continuous production and viewing of video content. In their observation and interaction with each other, they fully feel that they have similar interests or hobbies with other users and belong to people in the same circle. This community identity will become a kind of group identity. When short video enthusiasts focus on interaction, their attention is focused on the content of intangible cultural heritage short videos. Users experience a sense of personal participation and strengthen their emotional energy, thus forming a high sense of unity within the group, and ultimately forming a group identity and unity under the intangible cultural heritage short video account. [1]

2.3. Establishing a Spectator Platform to Promote the Inheritance of Intangible Cultural Heritage

Short video platforms have built a platform for users to watch daily life and other content. In this platform, each individual can freely produce and publish content. As non heritage enthusiasts, they inherit intangible cultural heritage through short video platforms, giving more opportunities for other users to watch content related to intangible cultural heritage. The interaction of short video platforms can attract more people's attention and interest in intangible cultural heritage topics or videos, thereby generating interest and love for intangible cultural heritage. It can be said that short video platforms help transform intangible cultural heritage content into the focus of user viewing activities, expand its dissemination scope, and activate the original vitality of China's excellent traditional culture. Moreover, sharing and forwarding intangible cultural heritage video content on the platform to record this traditional culture will continuously expand its inheritance group and better achieve innovation and development of intangible cultural heritage.

3. Analysis of the Problem of Dissemination of Intangible Cultural Heritage Short Videos in Shenyang

In order to further promote and inherit Shenyang's intangible cultural heritage through short videos, it is necessary to reflect on the existing problems of Shenyang's intangible cultural heritage short videos. Currently, the use of short videos to disseminate intangible cultural heritage is still in the exploratory stage in various provinces and cities.

On the one hand, the lack of interest and connotation in exploring intangible cultural heritage results in less user attention and a lack of interest in interaction. Because the user group of short video platforms is still mostly young people, who prefer novel things and are also enthusiastic about non mainstream or subcultures. When browsing intangible cultural heritage short videos, if they find that the video content, language expression, music background, editing style, etc. do not match their preferences, they are easily excluded, let alone interactive. Even if there are attractive features for users, they must have fun and content to support them. Looking at major short video platforms, there are also few interactive topic elements in the dissemination of intangible cultural heritage in Shenyang. In the past, comments and replies from short video bloggers were mostly polite thanks, without creating topics or opportunities for further communication, resulting in a low quality of interaction between both parties.

On the other hand, the issue setting and proactive guidance of the dissemination subject of intangible cultural heritage are insufficient. The disseminators of Shenyang intangible cultural heritage short videos should take the initiative to use short videos to set topics and create more scenarios to attract users' attention and participate in intangible cultural heritage communication interactions. At present, many Shenyang intangible cultural heritage short video accounts have been established, but they are not well operated and maintained. Some intangible cultural heritage Tiktok accounts are too slow to update, and the account topic setting is relatively simple, with no or few replies to audience messages. For the audience, if they do not receive a response for a long time, they cannot obtain sufficient emotional energy to maintain long-term attention or even interaction. Moreover, in these short videos promoting Shenyang's intangible cultural heritage, there is a lack of high-quality content and creativity, which can lead to aesthetic fatigue among the audience over time.

4. Promotion Path of Shenyang Intangible Cultural Heritage Short Videos

4.1. Guided by High-quality 'Content', Continuously Enhancing Users' Emotional Energy

In the process of disseminating intangible cultural heritage short videos in Shenyang, improving the quality of video content is crucial for achieving more effective user interaction. Therefore, in order to promote the continuous enhancement of users' emotional energy, intangible cultural heritage bloggers must be guided by "content". Firstly, in the selection of content for intangible cultural heritage short videos, it is necessary to increase the interpretation of the cultural connotations of intangible cultural heritage and the exploration of interesting elements, so that the audience can feel "engrossed" and "full of interest" when browsing the videos; Secondly, enhance the emotional intensity of the video content theme, strengthen user interaction experience, and allow users to "have something to talk about" in comments. Only by continuously outputting high emotional energy content can users accumulate emotional energy through repeated exposure to intangible cultural heritage short videos, thereby enhancing stickiness and preparing for the next active participation in content interaction.

4.2. Build a 'Co existing' Scenario and Increase the Virtual Presence Time for both Parties Involved in Teaching

In short video accounts promoting Shenyang intangible cultural heritage, it is necessary to actively build a "co existing" environment. When intangible cultural heritage short videos are physically present with users, interaction is more likely to occur. It is also necessary to maintain the continuous release of short video works in order to create opportunities for creating more "co existing" environments. [2] Moreover, with the increase in the frequency of short video releases, the richness of its content will also be revealed, which can stimulate more people to

be interested in Shenyang's intangible cultural heritage, and then pay attention to intangible cultural heritage and love intangible cultural heritage. Moreover, by publishing intangible cultural heritage content during peak periods of user browsing of short videos, the probability of users being able to browse intangible cultural heritage short videos can be greatly enhanced through algorithmic recommendations and other technologies.

4.3. Give Full Play to Proactive Guidance and Set Focus Topics Reasonably

Communicators play an important role in the process of information transmission, and the same is true in the dissemination of intangible cultural heritage short videos. To further strengthen interaction with users, it is necessary to enhance the proactive guidance of intangible cultural heritage communicators and set reasonable topics. [3] On the one hand, topic setting can revolve around the focal points of common concern among users, which is more conducive to triggering discussions and forming hot topics. It can also extract the most essence of the intangible cultural heritage short videos and the topics that can most resonate with users, and put them on the top of the comments to attract users' attention and promote interaction on common topics. On the other hand, in mobilizing users to participate in intangible cultural heritage information interaction, intangible cultural heritage disseminators should also widely utilize other functions of short video platforms, such as hot search sections, topic sections, and PK competitive activities, to attract interested users to discuss by setting hot topics.

5. Summary

Short videos, with their low threshold, strong interaction, and wide dissemination coverage, provide a new media field for the dynamic inheritance of intangible cultural heritage in Shenyang. With the rapid development of digital technology, the dissemination of Shenyang intangible cultural heritage short videos is also a long-term and continuous practice process. Only by fully respecting the intangible cultural heritage itself, following the logic of short video media dissemination, and mobilizing the collaborative efforts of inheritors, platforms, and audiences, can Shenyang's intangible cultural heritage continue to flourish in the digital age, truly realizing the creative transformation and innovative development of intangible cultural heritage.

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