

Research on Communication Strategies for Huxiang Culture-Themed Microfilms (Postprint)

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Abstract

Through in-depth research on the characteristics of Huxiang culture-themed micro-films, analysis of aspects such as value significance and promotion strategies, and exploration of approaches to enhance practical micro-film creation and develop strategies for disseminating Huxiang culture.

Full Text

Research on Communication Strategies for Micro-films with Huxiang Cultural Themes

Abstract: Through in-depth research on the characteristics of micro-films featuring Huxiang cultural themes, this study analyzes their value significance and promotional strategies to explore communication approaches that enhance micro-film production practices and promote the dissemination of Huxiang culture.

Keywords: regional culture; Huxiang culture; micro-film; communication strategy

Huxiang culture, as an essential component of Chinese traditional culture, has profoundly influenced generations of Chinese people through its cultural essence of “honesty and righteousness,” “courage and martial valor,” “practical application,” and “self-improvement.” With the emergence of micro-films as a new artistic form, their concise, refined, and flexible characteristics have gradually integrated into daily life. The incorporation of Huxiang cultural elements, combined with unique narrative techniques, innovative filming methods, and editing styles, aligns with the aesthetic preferences of younger audiences, significantly enhancing their viewing interest and attracting widespread attention. This development not only promotes the improvement of micro-film creation practices but also serves as a powerful vehicle for spreading regional culture and stimulating Huxiang’s economic growth, making research on communication strategies

for micro-films under the guidance of Huxiang cultural spirit a timely and necessary endeavor.

1.1.1 Cultural Connotation

The development of micro-films guided by Huxiang cultural spirit provides both practical creative enhancement and theoretical support for the medium's evolution. This research is supported by the 2015 Hunan Provincial Department of Education Scientific Research Project "Research on Micro-film Creation Under the Guidance of Huxiang Cultural Spirit" (Project Number: 15C1002). The project aims to cultivate outstanding directors and screenwriters while producing exceptional works that inherit and promote Huxiang culture. With policy and financial backing, these micro-films can deliver more dynamic visual feasts that carry forward the mission of cultural transmission.

2.1.2 Emerging Media

New media encompasses a broad spectrum, including online platforms, mobile media, and all forms of digitized traditional media. Huxiang cultural micro-films can leverage these emerging platforms—such as websites, WeChat, Weibo, forums, and mobile games—to orchestrate online and offline activities related to micro-films, creating topics or events for promotional and marketing purposes. Red Net, recognized as China's top local news website and repeatedly honored as "China's Most Influential News Website" and "Most Influential Local Portal," maintains a substantial domestic influence through its municipal and prefectural branches in Hunan Province. This extensive network provides significant momentum for the dissemination and development of Huxiang cultural micro-films.

2.2 Industrialization Development Strategy

Micro-films possess dual attributes of cultural and economic functions. While prioritizing cultural transmission, their economic potential should be developed concurrently through diversified industrial models. The upstream industry chain can extend through deep strategic cooperation with Hunan's "TV Xiang Army" advantage platform, tapping into cultural resources by collaborating with Mango Film & Television and Hunan universities to research and create influential, developable micro-films. Downstream expansion can involve partnerships with Mango Entertainment and Happy Shopping to develop offline products such as cultural programs, online games, featured tourism, and animation, leveraging cultural industry clustering effects to boost regional cultural industries. A successful precedent is Lincang City in Yunnan Province, which leveraged its unique ethnic cultural resources to secure the permanent hosting rights for the Asian Micro-film Art Festival, subsequently developing a comprehensive cultural industry cluster including the Asian Micro-film Academy, product trading center, museum, and theme park, thereby successfully driving local economic development.

2.3 Brand Communication Strategy

Brand building hinges on quality and image, where quality serves as the foundation and image represents consumer evaluation and recognition. Huxiang cultural micro-films must excavate unique cultural connotations to create robust cultural works and establish distinctive cultural character, thereby earning social recognition and widespread reputation. This requires analyzing audience markets, rooting deeply in local culture, and thoroughly exploring Huxiang figures, stories, and spirit to build a uniquely positioned brand that tells “China Stories” effectively. Such an approach unconsciously awakens audiences’ inner cultural confidence and revives national wisdom and temperament during viewing, ensuring the continuous transmission of traditional culture.

2.3.1 Positioning Huxiang cultural micro-films should conduct thorough audience market research to create personalized brands rooted in local culture. By deeply exploring Huxiang figures, stories, and spirit, these films can tell compelling “China Stories” that resonate with viewers, awakening their cultural confidence and national character. Only through such authentic representation can traditional culture be sustainably transmitted and revitalized.

2.4 Event Communication Strategy

Major event communication has consistently proven to be an effective operational strategy. Huxiang cultural micro-films can employ event-based promotion through cultural and sports events, celebrity endorsements, and major festivals, creating strong sensory stimulation to rapidly enhance influence and build brand recognition.

2.4.1 Implementation of “Huxiang Cultural Micro-film Creation Support Plan” On October 13, 2013, the State Ethnic Affairs Commission and China Writers Association approved the launch of the China Minority Film Project, an important cultural initiative that aims to produce at least one film for each of China’s ethnic minorities to promote ethnic culture and foster national unity. Drawing inspiration from this model, local government departments and relevant associations could jointly implement a “Huxiang Cultural Micro-film Creation Support Plan” to cultivate outstanding directors, screenwriters, and works that inherit and promote Huxiang culture. With policy and financial support, this initiative would invigorate the creation of more dynamic visual works carrying forward the mission of cultural transmission.

2.4.2 Hosting Huxiang Cultural Theme Micro-film Competitions Local authorities should prioritize collaborating with relevant government departments, universities, and enterprises to establish influential competitive events, such as Huxiang cultural theme micro-film contests. These competitions could feature diverse components including competition units, thematic seminars, and creative workshops, where participants can improve their practical skills through

competition and exchange while spreading Huxiang culture far and wide. Successful precedents include the Tibet International Micro-film Festival and Xinjiang “Ethnic Style” Micro-film Competition, which have gained considerable prestige in the industry and become important platforms for traditional cultural dissemination.

2.4.3 Campus Series Activities for Huxiang Cultural Micro-films University students have become the backbone of the film market and objective evaluators of film quality. Implementing Huxiang cultural micro-film activities on university campuses can provide authentic feedback from students while generating valuable suggestions for creative practice and cultural dissemination. Regularly organizing Huxiang cultural micro-film exhibitions and creative team sharing sessions at universities—initially as pilot programs within Hunan Province before expanding nationwide—can attract young, active, and thoughtful groups to engage with Huxiang culture, sparking a trend of learning and discussion.

3. Conclusion

Huxiang cultural micro-films not only showcase the beautiful natural landscapes of Hunan but also carry forward its long-standing historical culture and the pure, admirable Huxiang spirit. As an important component of China’s excellent traditional culture, Huxiang culture embodies optimism, confidence, and self-improvement. Through the emerging medium of micro-films, this culture can be widely disseminated and inherited, allowing audiences to experience and touch the ancient charm of Huxiang culture through visual feasts. It is believed that Huxiang culture will gain even greater contemporary appeal through micro-films.

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Note: Figure translations are in progress. See original paper for figures.

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