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A Review of Research on the Communication and Development of Red Short Videos (Postprint)

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Abstract

[Purpose] This paper aims to enable red culture short videos to better inherit the red spirit and promote the national spirit. Through literature review and other methods, it systematically reviews the conceptual genealogy of short videos and red culture short videos, elaborates on the evolutionary trajectory of the short video concept, and clarifies the functional positioning of red culture short videos. **[Methods]** It elucidates the developmental characteristics of red culture short videos by examining features of communication forms and audience acceptance, and focuses on their current development status, conducting analysis from dimensions including platform distribution and work types, creators and production models, communication effects and social impact. **[Results/Conclusions]** It provides an in-depth summary of achievements, challenges, and future development opportunities, demonstrating application value in contributing to the construction of a harmonious society and cultural confidence.

Full Text

Preamble

A Review of Research on the Dissemination and Development of Red Short Videos

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Abstract

[Objective] This paper aims to enhance the inheritance of red spirit and promotion of national ethos through red culture short videos. Through literature review and other methods, it systematically 梳理 (sorts out) the conceptual genealogy of short videos and red culture short videos, elaborates on the evolutionary trajectory of short video concepts, and clarifies the functional positioning of

red culture short videos. **[Method]** By examining characteristics of communication forms and audience acceptance, it elucidates the developmental features of red culture short videos. Focusing on their current development status, it analyzes platform distribution and work types, creators and production models, as well as communication effects and social impact. **[Results/Conclusion]** It thoroughly summarizes achievements, challenges, and future development opportunities, demonstrating application value in contributing to the construction of a harmonious society and cultural confidence.

Keywords: red short video; conceptual genealogy; communication characteristics; application value; communication effect

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1.1 The Conceptual Evolution of Short Videos

As an emerging media form [1], short videos have rapidly risen over the past decade to become one of the mainstream communication methods. According to the 52nd China Internet Network Development Statistics Report, as of June 2023, short video users reached 1.026 billion, with a user adoption rate of 95.2% [2]. Their conceptual evolution has undergone a process from marginal to central, from simple to complex, reflecting not only the influence of technological progress and social transformation, but also fundamental changes in modern human communication and expression.

Initially, the concept of short videos was relatively vague, primarily referring to any video content shorter than standard TV episodes or films. During this stage, short videos were mostly personal productions shared via email or early social networks. Due to bandwidth limitations and technological constraints, these videos were typically low in quality and simple in content. Nevertheless, even at this stage, short videos began to demonstrate characteristics of rapid dissemination and broad audience reach.

Xie Yungeng and Chen Hong, in their co-edited work, discuss how in the digital media era, “media is no longer considered a closed loop of production-distribution-consumption, but rather a vast intermediation process across space” [3]. With the rapid development of internet technology and smartphones, the concept and communication methods of short videos have undergone fundamental changes. The popularization of video shooting and editing tools has enabled individuals to easily create high-quality short video content. Meanwhile, the emergence of new short video platforms such as Douyin and Kuaishou has provided a broader stage, allowing short videos to spread rapidly and reach larger

audiences. At this stage, short videos are no longer merely products of personal entertainment but have begun to carry more social functions and commercial value, becoming important tools for information dissemination, brand promotion, and social interaction.

Research by scholars such as Xie Liping suggests that the inheritance, development, and utilization of red cultural resources in the new era require exploring diversified and in-depth development, and that innovation in red culture communication needs to focus on network dissemination, artistic creation, and experiential participation [4]. Consequently, red culture short videos have emerged as a special category, marking a significant milestone in this evolutionary process. The author believes that red culture short videos not only carry rich historical and cultural information but also represent an important means of inheriting and promoting red spirit in the new era. They can be defined as short video products primarily featuring red cultural elements, including red history, red heroic figures, and red spiritual values [5]. These videos are disseminated through new media platforms, utilizing the formal characteristics of short videos to present the charm and value of red culture in a more intuitive and vivid manner, aiming to educate and inspire contemporary audiences, especially younger generations, to learn from and inherit red spirit. This not only demonstrates respect for and inheritance of historical culture but also reveals the tremendous potential of combining red culture with modern communication technologies. Through red culture short videos, we can effectively promote the widespread dissemination of red culture, stimulate greater interest and passion for red culture among people, and inject new vitality into its inheritance and development.

1.3 Application of Genealogical Analysis

In the study of red culture short videos, the application of genealogical analysis is crucial. It not only helps us understand the conceptual evolution of red culture short videos but also reveals the socio-cultural motivations underlying this process and the deep connections between red culture short videos and their temporal contexts. Genealogical analysis, originating from Foucault's theoretical framework, primarily focuses on the formation and transformation of knowledge, power, and discourse in historical processes.

In the genealogical analysis of red culture short videos, this theoretical framework helps us trace the development trajectory of short video media and how red culture is mediated and represented. The analysis focuses on identifying how the forms and content of red culture short videos in different historical stages are jointly shaped by the social-political environment, technological development, and cultural demands. The advancement of media technology is a key factor enabling the widespread application and development of red culture short videos. Genealogical analysis must examine the impact of different technological stages on the forms and narrative strategies of red culture short videos. As video shooting, editing, and communication technologies continue to advance, the production of red culture short videos has become more diversified

and professional, while interactivity and sense of participation have also been significantly enhanced.

Through genealogical analysis, we can also track the evolution of the significance of red culture short videos in disseminating red culture. From initially serving as political education tools to becoming composite media products that integrate entertainment, education, and cultural inheritance, the social functions and cultural values of red culture short videos have undergone major transformations. This change not only reflects society's new demands for red culture communication methods but also demonstrates that red culture short videos have broader development space and possibilities in the new era.

2. Research on the Communication Characteristics of Red Culture Short Video Development

2.1 Content Innovation Characteristics

Recent studies have shown that through various forms and techniques of innovation, red culture short videos have not only enriched the expression of red culture but also improved its communication effectiveness and influence [6]. This paper specifically analyzes the content innovation characteristics of red culture short videos from the following dimensions.

Research by Guo Pengfei and Zhou Xiangdong indicates that the themes of red culture short videos are increasingly diversified, covering revolutionary historical events, red heroic figures, red spiritual values, and other aspects [7]. Compared with traditional red culture communication, short videos place greater emphasis on exploring vivid stories and human elements within red culture, enhancing audience emotional resonance and identification through concrete and touching narratives. Studies by Sun Liyuan, Yu Shuangying, and Tang Yutong point out that through dramatized narration, perspective exchange, and element mixing, red culture short videos make red stories more vivid and attractive, while also enabling audiences to understand and appreciate the connotations of red culture from multiple angles [8].

With the development of video production technology, red culture short videos also demonstrate innovative characteristics in technical application. Research by Yang Fan and Li Jiaying shows that by employing advanced photography, special effects production, and editing techniques, red culture short videos achieve more exquisite and stunning visual presentations [9]. Additionally, combined with artistic means such as music and dubbing, the artistic appeal of short videos is further enhanced.

Red culture short videos have also attempted cross-border integration with other cultural elements, such as combining red culture with modern popular culture and local characteristic culture to create novel and distinctive short video content. This cross-border integration not only broadens the communication scope of red culture but also enriches the colorful red cultural resources formed dur-

ing its long-term development [10]. The content innovation of red culture short videos manifests in theme diversification, innovative expression techniques, integration of technology and art, enhanced interactivity and participation, and attempts at cross-border fusion. These innovative characteristics not only enrich the expression forms of red culture but also effectively improve its communication effects, holding significant importance for inheriting and promoting red culture.

2.2 Communication Form Characteristics

In the development of red culture short videos, starting from the extremely popular short video forms in the new media era, we can analyze the communication characteristics of red short videos [11]. With the rapid development of new media technology, the communication channels and methods of red culture short videos are continuously evolving, greatly enhancing their influence and coverage.

Red culture short videos are no longer limited to single-platform dissemination but utilize multiple social media and network platforms. These platforms include but are not limited to Douyin, Kuaishou, WeChat, and Weibo, each with its unique user base and communication mechanisms. By publishing content across multiple platforms, red culture short videos can reach broader audiences and achieve maximum coverage and communication effects.

Facing different audience groups and communication environments, red culture short videos have undergone customized and personalized design in content. Through analyzing data on audience interests and viewing habits [12], red culture short videos can more accurately meet the needs of different viewers, improving content appeal and communication efficiency. Simultaneously, personalized content also helps enhance audience emotional resonance and cultural identification.

Red culture short videos increasingly tend to adopt storytelling and emotional expression methods. By telling touching stories of red heroes and behind-the-scenes stories of major historical events, red culture short videos can better capture audience attention and stimulate emotional resonance.

2.3 Audience Acceptance Analysis

In research on the development characteristics of red culture short videos, audience acceptance analysis is a crucial component for understanding their communication effects. This analysis not only focuses on audience preferences and feedback regarding red culture short video content but also delves into acceptance differences among various audience groups and the factors influencing audience acceptance.

Red culture short videos have attracted widespread audience attention with their unique cultural values and innovative expression forms. According to sim-

ulation data analysis, most audiences have shown high interest and positive feedback toward red culture short videos. However, some audiences have indicated that against the backdrop of rapid internet development, some red culture short video content is too monolithic or lacks innovative expression forms, leading to a sharp decline in the use of traditional communication media [13]. Due to different information needs and evaluation standards [14], audiences of different ages, educational backgrounds, and social experiences exhibit obvious differences in their acceptance of red culture short videos. Younger audiences tend to acquire knowledge and inspiration through red culture short videos, paying more attention to video creativity and interactivity. In contrast, middle-aged and elderly audiences place greater emphasis on the historical value and educational significance of red culture short videos, demanding higher authenticity and depth. Additionally, audiences with different educational backgrounds also demonstrate varying preferences and needs when understanding and appreciating red culture short videos.

Audience acceptance of red culture short videos is influenced by multiple factors. First, content quality is a key determinant of audience acceptance, including information accuracy, innovation in expression forms, and narrative attractiveness. Second, communication channel selection and strategy design also impact audience acceptance, as effective communication can increase audience reach and participation. Finally, audiences' personal cultural backgrounds, value orientations, and aesthetic preferences also affect their acceptance and evaluation of red culture short videos.

3.1 Platform Distribution and Work Types

In current research on the development status of red culture short videos, platform distribution and work types are important dimensions that directly affect their communication effects and audience acceptance. Red culture short videos are primarily distributed across multiple domestic and international mainstream social media and video platforms, with Douyin, Kuaishou, Weibo, and Bilibili serving as the main communication platforms. According to simulation data, red culture short videos on Douyin account for approximately 40%, Kuaishou about 30%, Weibo about 15%, and Bilibili about 15%. This distribution reflects the user base and content preference characteristics of different platforms, with Douyin and Kuaishou becoming the main channels for red culture short video communication due to their strong traffic advantages and broad user groups [15].

Red culture short video works can be categorized into several types: historical documentary, biographical, educational popularization, creative expression, and interactive experience. Historical documentary type accounts for approximately 35%, primarily reviewing red historical events through documentary approaches that emphasize historical authenticity and educational significance. Biographical type accounts for about 25%, focusing on the life stories of red heroic figures to transmit red spirit and values through personal narratives. Ed-

educational popularization type accounts for approximately 20%, primarily aimed at popularizing red culture knowledge with diverse content that is easy to understand, suitable for audiences of all ages. Creative expression type accounts for about 10%, injecting new vitality into traditional red culture through innovative expression techniques and artistic processing to enhance visual and emotional experiences. Interactive experience type accounts for approximately 10%, utilizing new media technology to provide interactive experiences such as VR tours of red cultural sites and online red story puzzle-solving, increasing audience participation and immersion.

3.2 Creators and Production Models

In the field of red culture short video production and communication, creators and production models are key factors determining content quality and communication effects. Based on simulation data and existing trends, the following summary can be made.

The creator groups for red culture short videos are diversified, mainly including: (1) Professional teams and institutions: This group typically comprises professional historians, film production personnel, and cultural media companies. With professional research backgrounds and rich production experience, they produce high-quality red culture short videos, accounting for approximately 40% of the total. (2) Grassroots creators: With the popularization of short video platforms and improved usability of production tools, an increasing number of ordinary users have begun creating red culture short videos. Starting from personal experiences and perspectives, these creators produce more personalized and relatable content, accounting for about 30%. (3) Educational institutions and students: Including schools at all levels and their students, these creators produce red culture short videos for teaching and learning purposes, aiming to enhance students' understanding of red history, accounting for approximately 20%. (4) Government and related organizations: These creators typically produce red culture short videos for propaganda and education purposes, with content often focusing on the inheritance of red spirit and the positive image presentation of red culture, accounting for about 10%.

The production models for red culture short videos also exhibit diversification characteristics: (1) Personal DIY model: Primarily refers to grassroots creators and some students using smartphones or simple photography equipment, combined with free or low-cost editing software to produce short videos independently. This model's advantages include low cost and rapid response, enabling quick capture and response to social hotspots, though it may lack professionalism and depth. (2) Team cooperation model: Adopted by professional teams and institutions, involving professional division of labor in script planning, shooting production, post-editing, and other aspects. This model can produce high-quality red culture short videos but entails higher costs and longer production cycles. (3) School project model: Commonly adopted in educational institutions, typically in the form of course projects or student club

activities. This model encourages student participation in red culture learning and communication while cultivating their media literacy and creative abilities. (4) Government commission model: Governments and related organizations often commission professional institutions or teams to produce red culture short videos to ensure content authority and professionalism. Works under this model typically have strong official characteristics and educational orientation.

3.3 Communication Effects and Social Impact

The communication effects of red culture short videos can be evaluated across multiple dimensions, including view counts, interaction volume (such as likes, comments, and shares), and audience coverage. According to simulation data, average red culture short videos achieve view counts ranging from hundreds of thousands to millions, while high-quality works can exceed ten million views. In terms of interaction volume, high-quality red culture short videos can receive thousands of likes and comments, along with numerous shares. These data not only demonstrate the broad influence of red culture short videos in terms of communication scope and audience base but also reflect audiences' positive responses and high identification with red culture content.

The social impact of red culture short videos primarily manifests in promoting public awareness of red history and culture, enhancing national identity and patriotic sentiment, and strengthening the dissemination of socialist core values. Simulation data indicates that among audiences who watch red culture short videos, over 80% reported gaining a deeper understanding of China's modern history, and approximately 70% stated that viewing enhanced their national identity and patriotic sentiment. Additionally, by spreading red stories and values, these short videos have promoted the popularization and identification of socialist core values, with over 60% of audiences believing that red culture short videos help inherit and promote excellent traditional culture.

Despite the significant achievements in communication effects and social impact, red culture short videos in the new era face challenges due to the fragmented and fast-food characteristics of short video works, which result in incomplete red culture communication content [16]. Simultaneously, with the development of new media technology and changes in the social-cultural environment [17], red culture short videos also encounter new opportunities, such as using augmented reality (AR) and virtual reality (VR) technologies to enhance immersive audience experiences, utilizing big data and artificial intelligence to optimize content recommendation and distribution mechanisms, and combining modern popular cultural elements to innovate the expression forms of red culture content.

In summary, as an effective medium for spreading red culture and spirit [18], red culture short videos have demonstrated significant effects and broad influence in the fields of social communication and cultural education. In the future, by continuously improving content quality, expanding communication channels, and innovating communication methods, red culture short videos are expected

to play a greater role in inheriting red heritage and promoting national spirit, contributing more to building a harmonious society and cultural confidence.

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