

Analysis of the Indispensable Elements of Hot Style Short Video Dissemination

-- Takes TikTok as An Example

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Abstract: This paper selects four representative TikTok accounts and uses two research methods of case analysis and content analysis to explore the popular elements used by sample short video. The sample content is interpreted from the two perspectives of creative mode and communication mode. Through the research of this paper, it is found that TikTok burst video content uses similar elements and is good at using the narrative way and private perspective of storytelling to spread.

Keywords: Hot style short video, TikTok; Creative way of dissemination, Methods of dissemination.

1. Introduction

The rise of the new media era has created the explosion of short videos. Under the pressure of strong industry competition, TikTok, as a music creative short video social software with the leading popularity rate, is a complete fire. In order to maintain the lead in the new media industry, TikTok's functions have been constantly updated and improved in recent years; to meet the needs of more users, the transformation speed of TikTok popular themes has risen rapidly, now from "a month" to "a day".

The year 2020 is a key year for the beginning of TikTok. In this year, the popularity rate of TikTok has increased significantly, and more and more "we-media" accounts have entered it. At the same time, the types of accounts are also more abundant. Under such a strong competitive pressure, it is not easy to "get out" in many accounts of the same type. Therefore, mastering the "traffic password", the burst elements is the absolute key to the development of we media.

In the work, the account content of the four fields of food, emotion, fashion and talent is particularly intensive, so this paper selects samples from these four fields to analyze the video elements in two aspects of creative mode and communication mode.

2. Illustrate About Resentative of TikTok

2.1. The Food Type Representative——Ziqi Li

Since 2016, Ziqi Li's local food video series has begun to see the public. Five years have passed, it still tops the TikTok food list with 52.981 million followers. Li's video is long, but has an average of 10 million views. In the article "People's Daily"[1], China's state media also praised Li's current achievements.

2.2. Talent Type Representative——Shiliu Peng elf

Shiliu Peng elf, as a popular KOL on TikTok, has an average of 1 million video likes. As a Douyin "veteran" web celebrity, because its video content of the biggest

characteristic is good at being imitated, so in the TikTok popular life cycle repeatedly "out of the circle". Now, Peng with high appearance level and high popularity, into the film and television circle, has its own representative work.

2.3. The Plot and Emotional Type Representative——A cup of Americano

Plot and emotional accounts occupy a natural advantage on TikTok, because such accounts tend to be daily documentary, which originate from life and can arouse everyone more resonance. According to Cass data: the fastest rise in 2020, 30 accounts, 11 belong to the story emotional category. One of the a cup of americano is more out of the circle, the account only in three months up 5 million fans. [2]

2.4. Fashion Beauty Type Representative —— I am Kaiyi Zhang

According to the Starrank data in June 2021, "I am Kaiyi Zhang" account increased 3.369 million fans a month, the total number of fans exceeded 10 million, crowded into the TOP20 TikTok dark horse list in May. [3] I am Kaiyi Zhang. It is a very successful case of the transformation account. Before doing the fashion and beauty makeup content, the account type belongs to the talent category. The first live broadcast on June 30, 2021 hit the hot list of the day. According to the statistics, the broadcast room entered the top place 76 minutes after the broadcast, and the sales of the whole live broadcast was as high as 30 million yuan. [4]

3. The Case Analysis of Creative Ways

3.1. Content Selection and Presentation

The content of the short video is the foundation, and the form is the auxiliary. In a limited time, completing the best match of content and form is a prerequisite for creating popular videos.

3.1.1. Storytelling

Storytelling is a creative way led by Ziqi Li's video, which mainly promotes the plot by narrative techniques. There is a relatively rigorous and obvious time logic and causal relationship in her video content. Therefore, the plot is

featured prominently in her video content.

3.1.2. Lifestyle Portrain

The content mainly shows some people's life states or behavior modes, and has a certain degree of idealization. Most of the videos of Li are ploughing and eating in nature and conforming to the season, just like the poem written by the ancient Chinese poet Yuanming Tao, which has turned the plain life of ordinary farmers into a fairyland. And this is the contemporary fast-paced life, people yearn for a leisurely, quiet and comfortable way of life.

3.1.3. Demo

In the video content of Ziqi Li, an obvious creative way is the demonstration, its most popular video series is "Osmanthus Nut Lotus Root Powder". From down to the lotus pond to how to boil lotus root powder, each video in the series shows the process of making lotus root powder.

3.1.4. Time Dislocation

The obvious creative way of Shiliu Peng elf's video content is time dislocation. In the collection of "When I Go Home, Be An Idle Man", Peng wears ancient costumes in the modern environment to show us the customs of different solar terms and different regions, plays the different roles of "tea women", "chivalry" and "gatekeeper", which shows the charm of traditional Chinese culture.

3.1.5. Reverse Effect

The creative way of a cup of Americano video content is

mainly with the reverse effect. The video is mostly about ex and breaking up, showing the bad side of people's emotional life. The video, titled "Give up friendship for love", received 1.9 million likes. The video tells of a girl who insists on staying with her boyfriend without listening to her friend's advice. Finally was betrayed by her boyfriend, her good friend also left her away story. The loss of her friend has left the girl alone, with no one to talk about her depression. She deeply misses the good time she spent with her friends. The video fills the reverse effect, thought-provoking.

3.1.6. Explain

I am Kaiyi Zhang 's video content, mostly for explanation. Known as the "grass machine", part of the video content is open the box, good things sharing, the other part of the beauty makeup recommendation, hand in hand teaching makeup. Among them, open the box sharing, most for the blogger himself in the life of love to use good things, as low as 10 yuan can bring convenience and fun to life products, deeply loved by everyone. In the beauty section, considering the needs of the audience, the bloggers are divided into two series: parity and lady. The audience range is wider, and the powder absorption ability is naturally stronger. In addition, bloggers will also teach you makeup hand in hand, with a universal formula. Not only solved how to buy, but also solved how to use, deeply sought after by everyone.

Table 1. Creative ways of using sample videos

	<i>Storytelling</i>	<i>Lifestyle portrait</i>	<i>Reverse effect</i>	<i>explain</i>	<i>demo</i>	<i>Time dislocation</i>
Ziqi Li	✓	✓			✓	
Shiliu Peng elf	✓				✓	✓
A cup of American	✓		✓			
I am Kaiyi Zhang				✓	✓	

4. Case Analysis of Visual Communication Mode

4.1. Common Symbols in The Video

In the field of social semiotics, any kind of visual text spreads its meaning through three interrelated systems: information value, salience and framework. [5]

4.1.1. Frame

Ziqi Li is a more typical account representative. The content of the video is mostly cooking and farming, promoting traditional Chinese folk food, and the content is clearly expressed, let everyone at a glance. Take a video content as "making cold dishes to shoot cucumbers" as an example, recorded according to the chronological order,

namely the objective order of the development of things. From picking, cleaning, changing the material form, eating, do not need the video in the time interspersed and staggered, but also can achieve the ideal effect. On the other hand, the application of the framework is mostly reflected in the time staggered, taking the "one wheat" released on May 19,2020 as an example. From sowing to harvest, record the process of alternating the four seasons for a year, during which interspersed to do other content. A year later, the camera has grown mature wheat, a typical case 1 of the season. /



Figure 1. Frame presentation

4.1.2. Style and Status

Delicate story account represents a cup of Americano and its matrix account of San Jin Qi Qi, although for the original cast, the style is actually different. The former is the up and down of the plot, mostly for the reversal of the story, the main content for the break up, emotional frustration, its starring acting natural, reveal true. The video content of the latter is different from the former, explaining the plain and simple "sweet love" in daily life. Each video is an independent story, reflecting the care and protection of the heroine in daily life, and the style is healing and warm. Although the two accounts have different styles, they have attracted a lot of attention, and the number of fans of the account is now the same. The comments section has more hot comments: lost lonely to see three gold seven seven, too excited to see a cup of American. To sum up, finding the right video style will play a key role in the story account.

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Figure 2. Style comparison

4.1.3. Sound

Kaiyi Zhang's video sharing content is mostly the soundtrack of the blogger. Different from other beauty accounts, Kaiyi Zhang's irritable voice style and her refreshing "impatient" circle a lot of love, which is known as "Eldest brother" by fans. Voice is one of the intuitive ways of expression and the appeal of video has a direct relationship with sound. Beauty track is an easy to grow grass, strong fans sticky track, if the same products that bloggers choose to circle, if they want to work on the video content. Sound elements have become the most absorbing part of the video content of Kaiyi Zhang's account. Its fast voice and the unique way of "irritable explanation" also make fans willing to suspend or collect screenshots, and the video completion rate is also higher than that of other peer accounts.

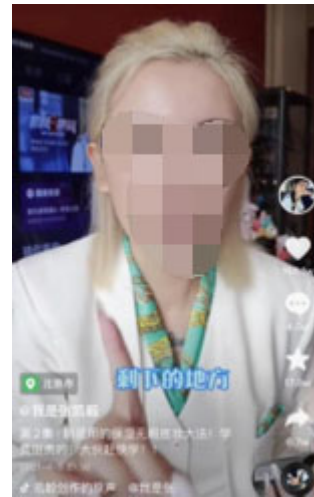


Figure 3. Special Sound

4.1.4. Private Perspective

The private perspective uses the psychological distance between the viewer and the object in the video to achieve the ideal effect. The typical representative account is Shiliu Peng elf. According to the Syarank data, the gender distribution of Shiliu Peng elf fans is: 52.46% male fans and 47.36% female fans. In 2017, Shiliu Peng elf shot a video video from her boyfriend's perspective, with 365,000 likes.

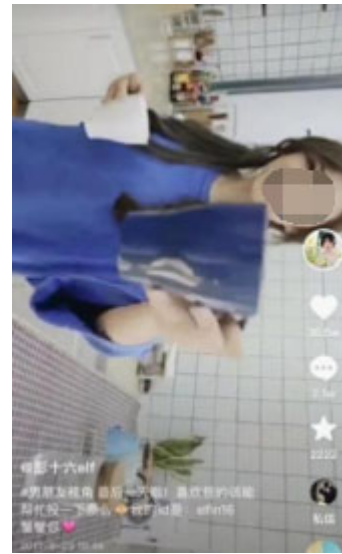


Figure 4. Private perspective presentation

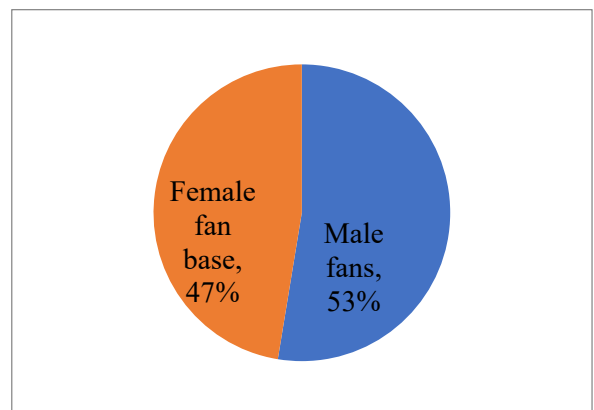


Figure 5. Sex distribution of Shiliu Peng elf fan portrait

Table 2. Communication mode of sample video application

	<i>Frame</i>	<i>Sound</i>	<i>Style and state</i>	<i>Private perspective</i>
Ziqi Li	✓	✓	✓	✓
Shiliu Peng elf	✓	✓	✓	✓
A cup of Americano	✓	✓	✓	✓
I am Kaiyi Zhang		✓	✓	✓

5. Conclusion

Today, TikTok short video content follows the UGC model and becomes a way for people to record their lives. It is believed that in the near future, TikTok short video will become the mainstream information dissemination channel. Hope to through the above content analysis can provide more reference.

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