

# Research on Innovation of Communication Path of Anhui Tea Culture in Short Video Era

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**Abstract:** With the rapid rise of short video platforms, profound changes have taken place in the way of information dissemination, which provides a new opportunity for the dissemination of traditional culture. Anhui tea culture, as an important part of Chinese excellent traditional culture, how to innovate the communication path in the era of short video has become a topic worthy of discussion. This paper aims to analyze the characteristics of the current short video era, explore the status quo of Anhui tea culture communication, and put forward suggestions on innovative communication paths.

**Keywords:** Anhui Tea Culture; Network Communication; Short Video.

## 1. Introduction

Anhui tea culture has a long history, which not only carries profound historical deposits, but also contains rich cultural connotations. However, in the fast-paced modern life, the spread of traditional tea culture faces many challenges. The rise of short video platforms, with their intuitive, vivid and convenient communication methods, has provided new possibilities for the spread of Anhui tea culture.

## 2. The Characteristics of Short Video Era

**Fast transmission speed:** the short video platform has the characteristics of strong immediacy, and the content can reach the vast audience quickly after publication.

**Wide audience range:** the short video platform has a large user base, covering all ages and social strata.

**Strong interactivity:** Audiences can interact with creators through likes, comments, sharing and other means to enhance their sense of participation and belonging.

**Diversified content:** Short video content covers many fields such as life, entertainment and education, and comes in various forms.

## 3. Status Quo of Tea Culture Communication in Anhui

At present, the dissemination of Anhui tea culture mainly relies on traditional channels, such as tea culture exhibition, tea art performance, book publishing and so on. These methods have promoted the spread of tea culture to a certain extent, but there are problems such as narrow audience and slow spread speed. With the rise of short video platforms, some tea culture lovers begin to try to use short videos to spread, but on the whole, they are still in the initial stage and lack systematic and innovative communication strategies.

## 4. Suggestions on Innovative Communication Paths

1) Produce high-quality short video content

A series of short videos about Anhui tea culture can be made on the short video platform, which can cover all aspects of tea planting, picking, making, tasting, etc., to show the

unique charm of Anhui tea culture. At the same time, attention should be paid to the creativity and interest of the videos to attract more young audiences.

2) Use Kols and influencers for promotion

Invite famous people or Internet celebrities in the field of tea culture to participate in the production of short videos, and expand the spread of Anhui tea culture with their influence. By cooperating with Kols, more potential audiences can be attracted and the transmission effect can be improved.

3) Run interactive marketing campaigns

Hold interactive marketing activities related to Anhui tea culture on short video platforms, such as tea culture knowledge competitions and live broadcasts of tea art performances, etc., to enhance the audience's sense of participation and belonging. At the same time, a reward mechanism will be set up to encourage viewers to actively forward and share short video content.

4) Use big data technology for accurate dissemination

With the help of the big data analysis function of the short video platform, data such as the interests, preferences and behavior habits of the audience are collected and analyzed to provide data support for accurate communication. The short video content related to Anhui tea culture can be pushed to potential audience groups in a targeted way to improve communication efficiency and accuracy.

5) Create immersive experience by combining VR technology

The use of virtual reality (VR) technology to create an immersive tea culture experience scene, so that the audience can feel the unique charm of Anhui tea culture. Scenes such as tea planting bases and tea art performances can be displayed through VR live streaming or VR short videos to enhance the audience's sense of participation and experience.

## 5. The Unique Charm of Anhui Tea Culture

There are many varieties and excellent quality of Anhui tea, each of which has its own unique charm. Huangshan Maofeng, with its green with yellow, shaped like a bird's tongue and fragrant taste, has become one of the famous teas in China; Taiping Monkey Kui, flat and straight with two leaves holding buds, is known as the "king of green tea"; And Keemen black tea, known as the "Queen of Black Tea" for its unique aroma

and warm taste. These teas are not only unique in taste, but also rich in historical and cultural connotations.

Anhui tea culture has a long history and profound historical connotation. From tea planting, picking, making and tasting, every link contains rich historical and cultural information. The inheritance and development of tea culture is not only the adherence to the ancient skill, but also the pursuit of the innovative spirit of the new era.

## **6. The Current Situation and Opportunities of Tea Culture Communication in the Era of Short Video**

1) The rise of short video platforms With the rise of short video platforms, the way of information transmission has undergone great changes. Short video, with its intuitive, vivid and convenient characteristics, has quickly become an important way for the public to obtain information. This new way of communication provides a broad stage for the dissemination of tea culture.

2) Current situation of tea culture communication in the era of short video

At present, short video has become one of the important channels of tea culture communication. Many tea culture lovers share tea knowledge, show tea art performances, and tell tea culture stories through short video platforms, attracting a large number of audience's attention. However, the problem of fragmentation and shallow content of short video cannot be ignored, which limits the in-depth dissemination of tea culture to a certain extent.

3) Opportunities for tea culture communication in the era of short video Short video platforms have a large user base and wide coverage, providing infinite possibilities for the dissemination of tea culture. At the same time, short video platforms support diversified forms of expression, such as short video, live broadcast, Vlog, etc., providing a rich creative space for the dissemination of tea culture. In addition, the interactive features of short video platforms also enhance the audience's sense of participation and experience, which helps to enhance the communication effect of tea culture.

## **7. In the Short Video Era, Anhui Tea Culture Communication Path Innovation**

1) In-depth exploration of cultural connotation

In the short video creation, the historical origin, cultural connotation and humanistic spirit of Anhui tea culture should be deeply explored. Through telling the hard work of tea farmers, the ingenuity of tea artisans and the emotional stories of tea drinkers, the unique charm of tea culture can be demonstrated. At the same time, tea culture experts and scholars can be invited to participate in the creation and review of short videos to ensure the accuracy and authority of the content.

2) Expand the breadth of content

In addition to introducing the tasting and production of tea, it can also cover all aspects of tea culture, such as tea and poetry, tea and calligraphy and painting, tea and health, etc. Attract more audience to pay attention to Anhui tea culture through diversified content presentation.

3) Combine traditional art forms

Such as opera, dance and music into the short video

creation of tea culture to form a unique artistic style. Through the integration of traditional and modern art, enhance the artistry and appreciation of short videos.

4) Use modern technology to

Provide audiences with immersive and interactive experiences by utilizing modern technology such as virtual reality (VR) and augmented reality (AR). Through the use of scientific and technological means, the audience can feel as if they are in the tea garden and feel the charm of tea culture personally.

5) Multi-platform layout

In addition to the layout of mainstream short video platforms such as Douyin and Kuaishou, you can also try to publish tea culture-related content on multiple platforms such as Weibo, wechat public account and B station. Form a diversified communication matrix through multi-platform layout, and expand the dissemination scope of tea culture.

6) Cross-border cooperation

Actively carry out cross-border cooperation with tourism, culture, education and other fields to jointly plan and promote tea culture short video projects. Through cross-border cooperation, we can share resources and complement each other's advantages, and improve the communication effect of tea culture.

7) Carry out online interactive activities

Regularly hold online interactive activities on short video platforms, such as tea culture knowledge competition, live tea art performance, tea tasting experience sharing, etc. Through online interactive activities to enhance the audience's sense of participation and stickiness to promote the dissemination and exchange of tea culture.

8) Establish fan community

Establish tea culture fan community on short video platform to provide a platform for tea culture lovers to communicate and share. Enhance the audience's sense of identity and belonging to tea culture through community operation and fan interaction.

9) Use big data analysis

To collect data feedback of tea culture audiences through the big data analysis function of the short video platform. Understand the audience's needs, psychological awareness and other information through data analysis to provide data support for accurate communication.

10) Continuously optimize the communication effect

Adjust the communication strategy and content direction according to the data analysis results to achieve accurate communication. At the same time, pay attention to the video comment area and private message feedback to respond to users' concerns and problems in a timely manner to improve user satisfaction and loyalty. Continuously improve the communication effect of Anhui tea culture through continuous optimization of communication effect.

## **8. Fragmentation and Shallow Content of Short Video**

1) The characteristics of short video platforms lead to content fragmentation and shallow content, which to a certain extent limits the deep communication of tea culture.

2) The algorithm mechanism of short video platform may lead to the marginalization of tea culture content

3) Due to the influence of algorithm mechanism, some high-quality tea culture content may not get enough exposure opportunities, resulting in the marginalization.

Pay attention to the quality and depth of content in the creation of short video content quality and depth to avoid fragmentation, shallow communication mode. By digging deeply into the connotation and value of tea culture to show its unique charm and attraction.

#### 4. Strengthen platform cooperation and promotion

Actively cooperate with short video platforms to strive for more exposure opportunities and recommendation resources. To improve the exposure and influence of short video of tea culture through paid promotion and advertising.

5. Cultivate professional team and talents to strengthen the construction of tea culture short video creation team and improve the professional quality and creative ability of team members. Meanwhile, tea culture experts and scholars are invited to participate in the creation and review of short video to ensure the accuracy and authority of the content.

### **9. The Short Video Era Has Provided New Opportunities and Challenges for the Dissemination of Anhui Tea Culture.**

Through content innovation, form innovation, platform innovation, interactive innovation and data-driven innovation, we can effectively improve the communication effect of Anhui tea culture and push it to a broader stage. In the future, with the continuous development of network information technology and the popularization of short video will become one of the important channels for the communication of tea culture. We have reason to believe that with the joint efforts of all parties, Anhui tea culture will glow with more brilliant light in the era of short video and contribute its own strength to the inheritance and development of Chinese excellent traditional culture.

## **10. Conclusion**

In the era of short video, the spread of Anhui tea culture is facing new opportunities and challenges. The exploration and practice of innovative paths such as producing high-quality short video content, using KOL and Internet celebrities for promotion, carrying out interactive marketing activities, using big data technology for accurate communication, and combining VR technology to create immersive experiences will help promote the wide dissemination and in-depth development of Anhui tea culture on short video platforms. In the future, with the continuous progress of technology and the continuous expansion of audience groups, Anhui tea culture will have a broader dissemination prospect.

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