

Short Video as A Vehicle of Media Transformation Focusing on Li Ziqi Channel

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Abstract

With development of social communication, the forms of media are rendering more and more extensive and diversified. At present, short video occupies the most essential position in various kinds of media. In order to study the characteristics and commonness of cross-media in short videos, this paper analyzes the content of three of the most popular short video works of Li Ziqi, includes the analysis of text, the analysis of visual presentation, the analysis of shooting techniques, and the analysis of aesthetic perspective. In conclusion, colorful visual presentation, appropriate background music, good products layout, fixed position shooting techniques, and aesthetic skills integrating Chinese style are the main factors that make Li Ziqi become a popular short video influencer.

Keywords

Short video; Cross media.

1. Introduction

1.1. Background & Purpose

This paper analyzes 3 of the most popular videos of Li Ziqi. In specific, we analyze the common factor of the 3 videos that have the most popularity from an aesthetical perspective. Through finishing this research, people are able to understand better the phenomenon of how short videos can get surprisingly well-known in a short period of time. It is closely related to Social Media, and it benefits people from understanding how this society works.

2. Approaches & Findings

Since aesthetical critics contain a broad range of academic resources, we use 4 specific approaches to analyze our data. They are the analysis of text, the analysis of visual presentation, the analysis of shooting techniques, and the analysis of aesthetical skills. Through splitting our whole research into these 4 specific approaches, it is much more convenient and straightforward for us to present a well-organized research.

Here are some of our findings. We find out that one of the most significant factors that contribute to Li Ziqi's success is the topic. She tells stories about a traditional Chinese citizen following with the delicate process of making Asian delicacies. The sophisticated and complicated combination of ancient and modern Chinese craftsmanship that she used also satisfied people's desire. Another interesting finding is the remarkable shooting style of Li Ziqi's video that achieves her success. We described it as the perfect match(blend) of dynamism and

stability. Here is the explanation that we provide in the paper---camera positions are relatively fixed, only the characters and potatoes are dynamic in the video.

3. Hypothesis & Objectives

We hypothesize the common factors of the most popular Li Ziqi's videos are the theme, the environment that her filming took place, the unique style of filming short videos, and the comfortable frequency of switching from each scenes.

Through finishing this research paper, our objective is to give our audiences a more comprehensive view or understanding of the factors that accomplish the uniqueness of short videos. It matters because these popular short videos occur in a society that is well-known for its rapid developing pace of technology. As a result, people are able to understand our own society better. Lastly, viewing these resources might be a great access to understand certain concepts in Social Media and aesthetical visualization.

4. Methods and Results

4.1. The Analysis of Text

Different recipes of potatoes: Different from most of the videos, Liziqi's filming topic includes the integrate process of the food production. It shows different stages of meals producing which includes watering, fertilizing, harvesting, drying and processing her ingredients, transforming them into mouth-watering delicacies. The uniqueness and specialty of this type of video leads to Liziqi's great popularity.

Liziqi's video records the tradition of Chinese food following with Asian people's most native and original recipe. The selection of graceful, peaceful and maybe a little pastoral background music really fulfill her intense to tell us a Chinese traditional story. Compared with other bloggers, she used colorful visualization and artistic design to tell us an "ordinary" story. It is a story that narrates a mundane day of people in particular region, and her video satisfied foreigners' desire getting to know the real culture within the Asian country.

The main topics of the top three well-known short videos are the use of cotton, the traditional Chinese artifacts(process of making archaic fabrics including clothes and sheets) , and different potatoes' recipes. All of Liziqi's videos cover a broad span of time periods, however, what make these videos so popular are the delicate and complicated combination of ancient and modern Chinese craftsmanship. Take the second video as an example, Liziqi started with planting the material for dyeing fabrics. Then she filmed the process of weathering and preserving dye, following with the sophisticated artwork of depicting Chinese paintings on raw fabrics. It really provides a chance fore others to appreciate the essence of antique artifacts.

4.2. The Analysis of Visual Presentation

Liziqi's short videos are known as the film that has the exquisite visual presentation. What is the point that achieves the uniqueness then?

In fact, every single process in her short videos are in a rural countryside. An article discussing Liziqi's short videos claimed that "While others become the product of their environment, Li engineers her surroundings as her product. Others see problems and whine, while she goes and fixes them." The natural beauty is a crucial factor that contributes directly to the videos' artistic visualization. Plus, the fluent switch from making production to natural environment makes the video more vivid and more joyful. In addition, the selection of equipment greatly shows the beauty of Asian antique artifacts. They are the representatives of Chinese' rigid craftsmanship. Li's outfits also worth a mention. As you can see from the picture, most of the dresses in her

video are made by herself. The robe with the graceful embroidery and the design of the shape represents the typical artifact of Chinese costume.

The well-organized layout of the product is one of the most significant factors in a successful visual presentation. Rather than filming some basic producing operations as other bloggers do, Li's video consists of separate steps for food or handicraft production. Audiences can even see how Liziqi sowed seeds in the field or even tilled land as she stood on a rolling tiller pulled by an old buffalo. She is not a blogger anymore. Li becomes a farmer, gardener, a skilled artisan and even a chef. Therefore, the way how she devotes herself in enjoying everyday of life and how she appreciates the rewards from nature totally inspires audiences.

4.3. The Analysis of Shooting Techniques and Aesthetic Skills

In general, the hit videos are high definition, and high texture. They always bring the audiences to a brand new and sensory experience which beyond their daily life. The shooting techniques and the aesthetics in the videos will be the capital to achieve a high quality and attractive video. Throughout many of her high-profile videos, Li Ziqi is good at recording and editing country life in China by using fixed position. The characteristic of fixed position shooting is strong narrative, and the natural and quiet rural environment is the best aesthetic background board.

According to the shooting techniques and aesthetic skills of the three most popular videos of Li Ziqi, the characteristics of Li Ziqi's video can be summarized as "motion in quiescence, but not much in motion". Take the "potato" video as an example, whether it is planting potatoes, harvesting potatoes, or making potato delicacies, the camera positions are relatively fixed, only the characters and potatoes are dynamic in the video. The relatively static background and only one or two dynamic subjects in the picture make it easier for the audiences to focus on the characters and the main objects of the video. Capture the audience's attention to help understand the main theme and content of the video, while not make audiences feel too boring or could not follow on it.

Another advantage of Li Ziqi's video is the natural and stable shot switching. Again, take the video of "dyeing cloth" as an example. The steps in the video are tedious and time-consuming, but her video does not make the audiences feel impatient at all, because the lens and pictures are visual enjoyments. Making indigo, clarifying, draining, making indigo mud and plant ash, and making cloth are the most important procedures in the whole video, but the focus of the video is never lack of the close-up shot of the characters, and the B roll of natural landscape is be appropriately added, including the flowers, grass, and people in the countryside. She grasps the most comfortable frequency of switching between full shot, medium shot and close-up, which does not cause visual confusion and does not make the picture too monotonous and weak. Such shooting techniques and narrative methods enhance the sense of formality and high rank of the video. Her videos look more like big budgets and ambitious documentaries than simple vlogs.

From the perspective of aesthetic skills, another common feature of Li Ziqi's hit videos is that the color tonality of the video is cool color. The cool color tone also makes the natural picture more beautiful, quiet, and calm. Moreover, chilly color makes the vision more comfortable, and it reduces the abrupt impression, and enhances the endurance of audiences to keep watching videos. Let the audience stand in the "God's perspective" and watch the whole story happen slowly based on a cool and straightforward way. Li Ziqi's audiences will continue to expand because of the real sense of the engagement produced in the stories while watching the story. Chinoiserie is also the biggest merit of Li Ziqi's videos, which captures foreigners' curiosity and the desire to explore Chinese rural life. But aesthetics skills and story presentations are simple, clear and comfortable. Even for the processes and lifestyles that the audiences do not familiar with or do not understand, people can still catch the contents in the videos quickly and efficiently. They don't need to add too much critical thinking on them, just feel free and relaxed

to watch them. Low threshold audiences' requirements also help to develop more markets for Li Ziqi.

5. Summary and Reflection

The main conclusions are as follows: Li Ziqi is good at recording and editing China's rural life with fixed location. Compared with other bloggers, she tells us a traditional Chinese lifestyle with colorful visual and artistic designs. The smooth switching from production to natural environment makes the video closer to life and allows people to feel the tranquility and beauty of nature more. From the perspective of aesthetic skills, another common feature of Li Ziqi's hit videos is that the color tonality of the video is cool, and the Chinese style is also the greatest advantage of Li Ziqi's video, which captures foreigners. The curiosity and desire to explore rural life in China. Li Ziqi recorded the traditional Chinese food and made foreigners fully understand the Chinese food culture. Among them, in the video she had filmed into the oriental traditional crafts, it did provide an opportunity for others to appreciate the essence of antique artifacts. Good product layout is one of the most important factors for successful visual display. The above factors are the reasons why Li Ziqi's video has been widely concerned.

Through this research, we can understand why most viewers choose to play Li Ziqi's video, and the reason why Li Ziqi stands out from many bloggers. After this research, the author thinks that aesthetics makes the public have a deeper understanding of culture and spread culture for a longer time. Because of the existence of aesthetics, the public can accept new things, so the public can cultivate their sentiment.

The main shortcomings of this study can be divided into two parts. First of all, before the beginning of the study, the author did not have a deep research on aesthetics. Finally, the author analyzes the video content and visual effect, but not from the perspective of the viewer.

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