

Research on the development strategy of self-made red culture micro film under the 4I theoretical model -- Taking Xiangzhou rongmedia center as an example

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Abstract: the principle of interest, the principle of personalization, the principle of interaction and the principle of interest in the “4I” theory have played an important role in the discourse of “content is the king and traffic is the leader” of new media short video nowadays. It has a more distinctive guiding significance for the content creation and theme production of county-level integrated media, especially in the creation process of Xiangzhou County Red Theme new media short video feature film, it should be more clearly centered on the broad audience, serve the people’s material and spiritual life, pay attention to improving the audience’s experience feedback, and take the subtle red story as the main body, Actively convey the red culture to the broad audience and continue the revolutionary atmosphere of our ancestors. Specific to the specific content of the “4I” principle, it provides a very meaningful theoretical reference for the construction of “two centers” integrated media from different angles. Finally, it is believed that the application of “4I” theory has important and far-reaching significance for the county-level financial media in the field of self-made micro film in the new media era.

Key words: 4I theoretical model; County level financial media; Integration of two centers; Red culture; Creation strategy

The 4I theory was born and popular in the 1990s. It was proposed by Don Schultz, a professor of marketing communication at Northwestern University in the United States. The connotation of 4I theory is as follows, “interest” emphasizes the entertainment factors in the process of communication, and requires that in the current propaganda context, the audience’s desire to watch should be stimulated to make them willing to invest more emotional inclination in film and television works from the heart; “Interests” emphasizes the win-win requirements of both communicators and audiences, which reflects the two-way rush in the pursuit of community; “Interaction” focuses on the audience’s participation in this process. In the era of media convergence, thanks to the continuous development of emerging technologies, the audience is the leader of the topic of open space on the Internet, which greatly facilitates the interaction between the audience of media convergence and the micro film team; “Personality” aims to meet the “exclusive” needs and capture the audience’s favor. The financial media center creates texts and content that meet the needs of specific audiences and audience groups to better achieve the communication effect. The red culture micro film created by Xiangzhou new era civilization practice center and Xiangzhou County Financial Media Center, as a consumer product with ideological, local, cultural and entertainment attributes, is obviously applicable to the 4I theory in the context of mobile Internet.

1. Overview of Xiangzhou red cultural resources and the status of media integration

As the power source of fine traditions and revolutionary spirit, or what we call the cultural soft power that constitutes comprehensive competitiveness, red resources are always ‘moistening things’ silently integrated into economic, political and social forces, and become the ‘booster’ of economic development, the ‘navigation light’ of political civilization, and the ‘adhesive’ of social harmony. “As a kind of cultural phenomenon, red culture did not emerge out of thin air, but occurred, formed and developed in the practice of previous revolutionary struggles. At the same time, with the in-depth study of red culture, its historical evolution, the logic of historical occurrence, the logic of realistic development, the mechanism of Culturology and other related research have been carried out one after another, with a certain amount of academic accumulation. Guan Guanguan and others believe that the main cultural function of red culture is to unify understanding and cohesion. In this sense, the development of red culture must be “four inevitable processes: cognition, recognition, identification and resonance.”

“In the continuous development, red culture has gradually become a unique ideological discourse in China. Carrying forward and disseminating red culture is of great significance for enhancing national self-confidence and realizing the great rejuvenation of the Chinese nation”. No matter how the years change and how the world changes, it is always the fire of lofty ideals and beliefs that inspires us to strive for success. Once ignited, it will burst out with great spiritual power. Xiangzhou County is a large county with red cultural resources, and the quality of red cultural resources is quite rich. We should dig deep into the red heritage and build a red brand. Weichunshu, the former chairman of the autonomous region, made his hometown Jiaozhi village and built it into a famous red revolution education base in Central Guangxi; The United Village, the former residence of David Wei, the “first person to drive a plane back”, has been built into a demonstration base for patriotism education in Laibin city. These relics not only record many important historical events and important revolutionary activities in Xiangzhou from the new democratic revolution to the period of socialist construction, but also carry precious material and spiritual wealth and excellent red tradition such as “red genes” and “red resources” with unique Xiangzhou characteristics.

Xiangzhou County, as a large county of red culture and red ruins, has a significant problem of insufficient communication power compared with large red culture cities such as Shanghai, Guangzhou, Jinggangshan, Yan’an, Zunyi, etc. at the present time of rapid changes

in new media technology, how to use the power of media integration to spread red culture is one of the problems we urgently need to solve. It is the opportunity and challenge of Xiangzhou red culture. With the characteristics of interest, interest, interaction and personality, new media makes information spread efficiently among the target audience. People are constantly using their senses to participate in the process of information production and communication. The emerging short video plays an active role in the dissemination of regional culture and the construction of regional image, and enriches the communication forms of regional culture. There is no doubt that the red theme short video provides a new channel for the dissemination of Xiangzhou's red culture.

As of July 2021, Xiangzhou new era civilization practice center has used the "5221" all media communication matrix of the county financial media center to promote the integrated development of the "two centers" in terms of platform, content, channels and publicity, consolidate and expand the mainstream ideological and public opinion position, and spread the "good voice" of Xiangzhou. At present, the total number of fans on each platform has reached 470000, 1004 small videos have been released, and the total number of broadcasts has reached 680million. Among them, 107 works have been played for more than one million times, and 10 works have been played for more than ten million times. While striving to expand the audience market and output red culture, the short video platform carries out civilized practice activities, and uses the activities of "watching", "participating", "demanding" and "mutual development" to shoot short videos on red culture themes. Make scripts and set scenes in the form of local "vernacular", Zhuang song and "beautiful scenery", and turn boring words into a grounded, popular and dynamic audio-visual mode. Therefore, the red culture can be positively promoted by virtue of the characteristics of short video, such as fast transmission speed, wide coverage and strong interactivity. But at the same time, the expression of media technology and its own attributes also reproduce and reconstruct the regional cultural image of Xiangzhou.

"Looking back at the current phenomenon of red culture being interpreted at will and misinterpreted by pranksters". It will make the audience have a wrong understanding of red culture. Therefore, condensing the content of red theme in short video can not only enrich the types of short video, but also strengthen the transmission of positive energy content in short video, making short video entertaining and becoming a new type of short video. "The integrated development of the two centers can purify the short video space by controlling the content and value output of the short video at the source, meet users' entertainment and learning needs, and provide" boutique "red short video". Therefore, we should take advantage of the characteristics of short video, such as fast transmission speed, wide range and great influence, to promote the standardization and upgrading of short video content with red theme, so as to make it a position of "vertical connection" and "horizontal combination", and realize the intercommunication of the voice of the party and the masses from top to bottom and the full coverage of their professional characteristics. Therefore, the combination of red culture and short videos has become a new opportunity for the development and dissemination of red culture.

2. The 4I principle analysis and shooting strategy of Xiangzhou local red films

In recent years, the Publicity Department of Xiangzhou County has guided Xiangzhou Rong media center to boldly explore the shooting of local theme red films according to the characteristics of deep local historical and cultural deposits, rich historical stories, numerous red relics, and comprehensive cultural relics and ancient buildings, tourist attractions, and ethnic villages. Since 2019, four red revolutionary films with local themes have been shot and released, including "sweet as you" and "bandit suppression in Xiangxian county", "Ballad in the sky", "wind rises in Xiangzhou" and "elephant war". In addition to making large-scale productions such as red themed movies, a number of short video stories such as "liuxiang millet: Xiangzhou millet cake story film" with the theme of local characteristic food have aroused enthusiastic response from the masses. Xiangzhou County, while promoting the development of film and television work, has made Xiangzhou local characteristic brands go nationwide, developed local characteristic food culture into the main pillar industry of villages, and effectively led local farmers to shake off poverty and become rich. It has also promoted the construction of ecological villages, effectively promoted Xiangzhou's characteristic products and boutique tourist attractions, increased farmers' income and promoted rural revitalization.

Specifically reflected in the following four levels:

First, the pursuit of interest: according to the differences between traditional media and new media in content production, communication methods, user habits and other aspects, the county-level financial media centers have deepened the structural reform of the content production supply side, so that they can not only produce financial media products in various forms such as text, video, animation, live broadcast, but also open up all media platforms such as "newspaper, station, network, micro, terminal, voice and screen", An all media communication system featuring intensive resources, reasonable structure, differential development, and coordination and efficiency has been gradually formed.

Second, interest orientation: carry forward the revolutionary spirit, stimulate the enthusiasm of Party members and officials to start businesses, improve the spiritual outlook of the masses, and cultivate the red gene and good character of primary and secondary school students. Carry out the publicity of civilized etiquette and the creation of civilized cities in a regular manner, and form a strong campaign of civilized practice.

Third, the nature of interactivity: adopt video interaction method to generate a series of financial media "explosive products". In conjunction with the local film and television team, the financial media center organized more than 100 performing arts lovers to participate in the public auditions for film actors. Based on the local stories of Xiangzhou, local artists were used to shoot and produce a number of films and videos. Although there were no professional actors with professional training background who had so much acting experience,

they actively participated in the auditions in a commendable form. There are models and samples. Create a strong atmosphere for everyone to tell "Xiangzhou story". For example, it launched the "Xiangzhou red story" series, such as "guests in March", "songs in the sky" and other films, creating a local cultural brand; Videos such as "Xiangzhou characteristic food" series "Xiaogu Liuxiang: Xiangzhou Xiaogu rice cake story film" and "take you to know the past and present life of ancient PA tea" have made Xiangzhou characteristic brands well known; Micro videos such as "Xiangzhou story of poverty alleviation" series "voice of poverty alleviation", "one Baojun for another village poverty alleviation" have been played for more than 11.745 million times, and the total number of likes has reached 275000, which has aroused strong repercussions in the society.

Fourth, personalized experience: aggregate the online resources of "two centers" through Xiangzhou client and micro Xiangzhou wechat public account, open the column of "civilized practice in the new era", connect with the "cloud platform of civilized practice", and provide the masses with a complete set of civilized practice informatization process of "online order ordering, central order dispatching, practice station (station) order receiving, and masses' evaluation", Form an "Internet +" development model. The online reception of the people's civilized practice demand list, and the offline civilized Practice Center (Institute, station) organizes civilized practice volunteers to carry out volunteer service activities according to the people's "order" demand. The financial media center uses the background "big data center" information system to analyze the situation of people's orders and reviews, and timely feed back the dynamic needs of the masses to the civilized practice center, and then further optimize the order distribution service according to the feedback.

3. Conclusion

The journey of socialism with Chinese characteristics into the new era undoubtedly brings many challenges to the construction of the current cultural discourse power in the new era. The construction of red cultural discourse system is an important aspect of contemporary China's theoretical, ideological and cultural construction, an important strategy to safeguard cultural security and cultural sovereignty, and an inevitable requirement for telling Chinese stories and constructing Chinese discourse. As an important part of China's unique discourse system, red culture has different times' values and political roles in different times. By analyzing the concept and characteristics of China's unique discourse system, this paper explains the important role of red culture in China's unique discourse system, so as to study the short video of red culture in different states, Enrich the unique discourse system of China's red culture.

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