

THE INNOVATIVE DISSEMINATION OF TRADITIONAL CULTURE VIA SHORT VIDEOS: A CASE STUDY OF GUOFENG INFLUENCER ZHU TIEXIONG

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Abstract: The digital era of short videos has reshaped the methods of content presentation and transmission pathways for traditional culture. Cultural heritage forms such as Chinese opera and folk arts leverage the fragmented and lightweight nature of short videos to overcome previous dissemination limitations and achieve value regeneration. This study takes Douyin influencer Zhu Tiexiong as a case study to analyze the paradigm innovation and communicative impact of traditional culture within the short video ecosystem. As a creator of "Guofeng" transformation videos, Zhu integrates elements of traditional culture—including Peking Opera, face-changing, lion dance, and Yingge Dance—with modern aesthetics. Through creative audiovisual expression and meticulous production, he enables a broader audience to appreciate the beauty of traditional culture, thereby providing a practical model for its dissemination and inheritance in the short video era.

Keywords: Short videos; Traditional culture; Zhu Tiexiong; Innovative expression

1 INTRODUCTION

The advent of the digital age, particularly the meteoric rise of short video platforms, has fundamentally reshaped the landscape of content creation, dissemination, and consumption. This paradigm shift presents both a unique challenge and an unprecedented opportunity for the preservation and propagation of traditional culture. Historically, venerable cultural heritage forms such as Chinese opera, folk arts, and intricate crafts have grappled with the challenges of a rapidly modernizing society, often perceived as esoteric or inaccessible to contemporary audiences, especially the younger generation. Their dissemination was frequently constrained by traditional media channels, geographical limitations, and the demanding temporal commitments required for appreciation, leading to a gradual erosion of public engagement and a risk of cultural amnesia.

However, the intrinsic characteristics of the short video format—its fragmented, lightweight, and highly engaging nature—offer a powerful antidote to these historical limitations. Platforms like Douyin (TikTok) have emerged as dynamic arenas where the ancient and the modern converge. By leveraging concise, visually arresting, and algorithmically amplified content, traditional culture can bypass previous barriers, achieving what scholars term "value regeneration"—a process where cultural assets are re-contextualized and revitalized for new audiences and contexts. This digital transmediation does not merely represent a change in the delivery mechanism; it signifies a profound innovation in the very paradigm of cultural communication, fostering new forms of aesthetic expression and participatory engagement.

Within this vibrant ecosystem, a new breed of content creators, often dubbed "Guofeng" (National Style) influencers, has risen to prominence. They act as crucial cultural intermediaries, skillfully translating the profundity of tradition into the vernacular of the digital era. This study posits that the work of such creators provides a critical lens through which to analyze the mechanisms and impact of this cultural transformation. To ground this investigation, we focus on a paradigmatic case study: the Douyin influencer Zhu Tiexiong.

Zhu Tiexiong has distinguished himself as a pioneering figure in the "Guofeng" transformation movement. His creative oeuvre represents a sophisticated synthesis of deep-seated traditional elements—including the stylized movements of Peking Opera, the dramatic artistry of Sichuan face-changing (Bian Lian), the vigorous spectacle of the lion dance, and the pulsating rhythms of Yingge Dance—with a distinctly modern, and at times cosmopolitan, aesthetic sensibility. His videos are not simple recordings of performances; they are meticulously produced cinematic vignettes that employ creative audiovisual techniques, narrative storytelling, and stylistic editing to enhance accessibility and emotional resonance.

By examining Zhu Tiexiong's content, this study aims to deconstruct the paradigm innovation inherent in his approach to traditional culture within the short video ecosystem. It will explore how his creative strategies facilitate a communicative impact that transcends mere viewership, enabling a broader and more diverse demographic to encounter, appreciate, and develop an affinity for the beauty and dynamism of Chinese cultural heritage. Consequently, Zhu's practice is not merely a popular online phenomenon; it offers a viable and impactful practical model for rethinking the dissemination and inheritance of traditional culture in the 21st century, demonstrating how digital platforms can serve as fertile ground for ensuring its continued relevance and vitality.

2 SHORT VIDEOS REVITALIZING THE DISSEMINATION OF TRADITIONAL CULTURE

The short video era has injected new vitality into the dissemination of traditional culture. The fragmented and lightweight nature of short videos has expanded the reach of traditional culture, while their vivid visual expressions have lowered the barrier for audience engagement. Creators integrate modern audiovisual techniques with traditional cultural elements, forming unique paradigms of cultural expression. By leveraging built-in interactive platform features, they construct novel interactive scenarios, thereby broadening the scope of cultural dissemination and deepening audience participation. The emerging cultural performance sphere built by short video platforms has narrowed the gap between traditional culture and modern life, allowing traditional elements to integrate into contemporary settings and creating a distinctive model of communication.

Currently, traditional Chinese culture is flourishing on short video platforms. According to the 2024 Douyin Hot Topics Annual Data Report, as of 2024, there were 1,428 inheritors of intangible cultural heritage (ICH) on Douyin, 199 of whom were under the age of 30. Post-95s and Generation Z, who grew up in the internet era, have become a new force in preserving and promoting ICH. Through initiatives such as traffic support and creation incentives, the platform has launched various campaigns including "Dazzling Effects Showcase National Treasures" and "Exquisite Replications of Traditional ICH," fostering the dissemination and innovation of intangible cultural heritage. Researchers such as Xiao Jun from Wuhan University, in their study on the dissemination of traditional Chinese culture via short videos, stated: "The significance of short videos for traditional culture in the present era is primarily manifested through three functions: awakening, activating, and reconstructing [1]." Short videos awaken audiences' connection to traditional culture, activate its core essence, and reconstruct its charm, thereby facilitating its broader dissemination.

3 ZHU TIEXIONG'S INNOVATIVE EXPRESSION OF TRADITIONAL CULTURE THROUGH SHORT VIDEOS

Zhu Tiexiong has garnered widespread attention by producing multiple viral Guofeng videos through his signature creative model of "Guofeng + Narrative + Special Effects Transformations." He innovatively reinterprets traditional cultural elements such as Peking Opera, lion dance, Yingge Dance, and shadow puppetry using modern audiovisual language, portraying iconic characters like Sun Wukong, Guan Yu, and Zhao Yun. Through these portrayals, he conveys traditional spiritual values such as loyalty, righteousness, and resilience, establishing himself as a representative creator in the Guofeng transformation genre. As of April 2025, Zhu's Douyin account has amassed 25.24 million followers, with each of his 41 published videos surpassing one million likes. His works have been repeatedly featured by mainstream media outlets such as People's Daily and Xinhua News Agency. He was also recognized as an outstanding case in the "Good Chinese Netizen" campaign. In 2024, Zhu further showcased his artistry by performing a Qinqiang warrior transformation act at the Xi'an segment of the CCTV Spring Festival Gala.

3.1 Diversified Thematic Content for Disseminating Excellent Traditional Culture

Zhu Tiexiong's short videos, primarily centered on the "Guofeng transformation" format, construct an integrated communication system that merges traditional culture with modern values through diverse themes such as heroism, intangible cultural heritage inheritance, national sentiment, and family ethics. Within this thematic framework, he has successfully shaped a series of deeply resonant Chinese classic images: Sun Wukong wielding the Golden Cudgel as the "Great Sage Equaling Heaven"; Guan Yunchang, bristling with rage yet unwavering in loyalty; Zhao Zilong, galloping with his spear and heroic bearing; the powerfully rhythmic Yingge dancers moving to the beat of the drum; and the inheritor of the intangible cultural heritage skill wielding an iron spoon to cast sparkling molten iron flowers.

Guided by the methodology of "technology empowerment + cultural deconstruction," Zhu integrates traditional elements into modern life scenarios. In a short video released on March 25, 2024, he wove a narrative centered on family affection and themed around Yingge Dance—an intangible cultural heritage—telling the story of a young man who remains true to his passion and pursues his dream of performing Yingge. The video culminates in a stunning Guofeng transformation at the moment of a powerful "Swallow Somersault" move, showcasing the majestic charm of Yingge Dance in a contemporary style. In the finale, Zhu skillfully blends live-action with special effects to present a grand and imposing Yingge Dance performance, vividly conveying both the cultural depth and emotional warmth of this tradition. By adhering to the principle of "strong symbolism, deep resonance," Zhu's short videos transform traditional culture from an inaccessible high-brow art into relatable fragments of daily life that genuinely touch the heart.

3.2 Multimodal Expression Showcasing the Charm of Traditional Culture

Multimodal communication constructs a composite semantic space by integrating multiple symbolic systems such as text, image, audio, and movement. Its core lies in transcending the limitations of single-sensory-channel transmission to achieve a multidimensional conveyance of cultural value. In Zhu Tiexiong's Guofeng videos, he seamlessly blends text, imagery, audio-visual elements, and special effects, engaging visual, auditory, and sensory modalities to form an immersive semiotic whole. This integrated expressive approach surpasses the mere visual impact of a simple costume transformation, creating a culturally rich and meaningful environment that allows the charm of traditional culture to be

displayed in an all-round, multi-layered manner.

Zhu Tiexiong's short video, titled "There is always a breeze in the mortal world, filling my countless dreams" — a poetic line by Song Dynasty poet Yao He — employs this classical verse as the primary modal element for constructing an atmospheric narrative. Through a father-son chess match, the video depicts the father's initial dissatisfaction, which later evolves into a poignant moment of shared tears conveying paternal pride. An intense soundtrack and powerful rhythmic progression drive the emotional narrative forward. At the transformative climax, the youthful protagonist breaks free like an unshackled bird, rising resolutely into the air and instantly metamorphosing into the Great Sage Equaling Heaven. This moment of dramatic transformation embodies countless hours of dedication and effort. Rather than merely reproducing the monastic robe from *Journey to the West*, the costume ingeniously integrates design elements from the martial male role in Peking Opera, showcasing traditional aesthetics and craftsmanship to contemporary audiences. As the emotional dynamic between father and son deepens and evolves throughout the video, it achieves a complete artistic communication. Since its release, the video has garnered 2.85 million likes, 98,000 comments, and 177,000 shares. Zhu Tiexiong's creative work transcends mere replication of traditional cultural forms; it serves as a vehicle for transmitting cultural spirit and fostering profound resonance. Within brief viewing experiences, audiences can perceive the enduring influence and timeless value of traditional culture.

3.3 Humanistic Narratives Highlighting Cultural Emotional Resonance

Affect theory suggests that the construction of cultural identity requires not only the transmission of symbols but also the awakening of collective memory through emotional resonance. By employing humanized storytelling, cultural humanistic sentiment facilitates the intergenerational transmission of cultural values and plays a structurally fundamental role in the dissemination of traditional culture.

Rooted in profound depth, traditional culture carries historical memories, national spirit, and humanistic warmth. When disseminating traditional culture, it is essential not only to innovate in expressive forms, linguistic features, and presentational perspectives but also to delve deeply into its inherent connotations and philosophical essence. The core elements and classic details of traditional culture should be conveyed through vivid character portrayals, skillful plot construction, and dynamically unfolding storytelling [2].

Zhu Tiexiong deconstructs and reconstructs traditional grand narratives by adopting a "micro-perspective – emotional anchoring – symbolic sublimation" strategy to reshape communication pathways. Moving beyond conventional panoramic cultural displays, he selects the most emotionally charged and impactful moments from traditional culture for presentation. His video titled "Borrowing this moonlight, I meet your eyes once more" portrays the intergenerational transmission of monkey opera between grandfather and grandson through a narrative of family warmth, integrating the makeup and movements of traditional opera into a story of familial reconciliation. This approach adds "humanistic warmth" to the dissemination of this cultural heritage. Through multifaceted character emotions, compelling plot developments, and rhythmic narrative pacing, Zhu's short videos convey this profound message: The transmission of certain crafts is not merely for livelihood, but represents an inherent ache flowing through the veins—a cultural pulse sustained by generations through body warmth and heartbeat, carrying the profound emotional attachment and spiritual support that Chinese people hold for their traditional culture.

4 INNOVATIVE DISSEMINATION OF TRADITIONAL CULTURE THROUGH ZHU TIEXIONG'S SHORT VIDEOS

Zhu Tiexiong's phenomenon-level viral video creations, characterized by their visual expression system that blurs the lines between the virtual and the real, coupled with strategic multi-platform distribution, provide a practical model for the dissemination of intangible cultural heritage in the digital age. Furthermore, they offer novel insights for addressing the "last-mile challenge" in modernizing the communication of traditional culture.

4.1 Reaching Young Audiences through Short Video Communication

The rise of short video platforms has dismantled the previous limitation of traditional culture dissemination to specific demographics, enabling more young people to engage with and appreciate traditional culture through this medium. This shift is evident not only in the changing audience composition but also in the innovation of communication methods—transitioning from authoritative one-way transmission to grassroots, highly interactive social communication. Short video platforms have successfully broken down the barriers to traditional culture dissemination [3].

Zhu Tiexiong's Guofeng videos prioritize quality, often drawing upon his own learning journey to spark young people's interest in traditional culture. To enhance the persuasiveness of his content, he has mastered various skills such as diving, horseback riding, and the traditional art of casting molten iron flowers ("da tiehua"). Zhu's team also utilizes technological empowerment to attract viewers, transcending physical limitations and transforming intangible heritage skills into visual spectacles. For instance, in the "Zhao Yun Transformation" video, a moving car dynamically transforms into a galloping warhorse; in monkey opera performances, front flips seamlessly connect with demanding staff techniques; and special effects merge harmoniously with traditional spear movements in opera. These elements preserve the essence of traditional artistry while reaching young audiences through modern visual language.

In his videos, Zhu often portrays an ordinary youth, articulating the unspoken affection that young people wish to

express to their parents, making him a "voice proxy" for his audience. His comment section has become a "tree hollow" for netizens to share their thoughts. Through this approach, the team promotes traditional culture by integrating it with the personal growth of young people, allowing them to see themselves in the characters. The lavish transformation sequences not only reconstruct traditional cultural symbols but also symbolize the spiritual metamorphosis of youth breaking through real-life challenges, enabling young audiences to recognize the charm of traditional culture through emotional resonance.

4.2 Comprehensive Interaction Encouraging Youth Participation in Dissemination

At this stage, the deep integration of short video platforms, social media, and television programs is driving a shift in communication models from one-way output to emotional, ritualized interaction. Zhu Tiexiong's works reach young audiences and, through interactive features like comment sections and like counts, construct a cross-temporal platform for cultural participation.

Firstly, the interactive mechanisms of short videos dissolve the sense of detachment in cultural communication, fostering deep engagement as users like, comment, and share. Zhu's videos operate on a communication chain of creation, presentation, attraction, and participation, incorporating the audience into the dissemination mechanism. Users engage in discussions, imitations, and secondary creations based on Zhu's videos. This shift from "passive viewing" to "active co-creation" breaks the one-way transmission model, forming a complete cycle of "viewing – resonance – secondary creation," transforming cultural dissemination into a dynamic, multi-dimensional social process, and ultimately building a virtuous cycle for cultural communication. Secondly, digital technology expands the dimensions for carrying cultural memory. Visual wonders achieved through special effects, such as temporal folding and object morphing, not only enhance content appeal but also preserve the intricate details of traditional craftsmanship in digital form. Finally, participatory communication cultivates new forms of cultural identity. Through secondary creations, users imitate traditional gestures and movements from the videos, completing the reproduction of cultural symbolism at the level of bodily practice. This innovation in the communication paradigm essentially represents a structural reconfiguration by the short video format of how traditional culture connects with contemporary audiences [4].

4.3 Digital Technology Highlighting the Contemporary Value of Traditional Culture

Digital technology has provided Zhu Tiexiong with new possibilities for showcasing traditional art forms. Utilizing 3D modeling and Augmented Reality (AR) technology, he presents Guofeng performances, traditionally confined to stages, in brand-new immersive formats within short videos.

Zhu's Inheritance video series demonstrates the vitality and contemporary value of traditional culture in modern society through innovative "technology + culture" expressions. Thematically, the videos address intergenerational conflicts and practical challenges in cultural transmission, touching upon the widespread anxiety about cultural discontinuity in contemporary society through the conflict and reconciliation between grandparents and grandchildren regarding the inheritance of Chinese painting, ultimately proposing a solution of "upholding tradition while embracing innovation." Technically, the videos engage in "creative transformation" and "innovative development." Zhu's team combines the traditional art of face-changing ("bianlian") with digital particle effects, achieving a symbolic reconstruction of traditional cultural elements through the signature artistic language of "transformation." The climactic transformation synchronized with stirring music not only delivers a powerful visual impact but also symbolizes the rebirth of traditional culture through modern artistic forms. This technological empowerment liberates traditional art from static, museum-like presentations, turning it into dynamic, participatory contemporary cultural practices.

The frequent appearance of terms like "heartbreaking" and "cultural confidence" in the comment sections confirms the emotional resonance and value recognition achieved by traditional culture through modern media. By employing this "dialogic" narrative approach, Zhu Tiexiong articulates the "soul" of traditional culture while endowing it with a "form" that aligns with the characteristics of the times, achieving an organic integration of traditional values and modern life.

4.4 Awakening Collective Memory and Connecting National Sentiment

Collective memory involves the selective reconstruction of shared historical experiences by specific groups, with its core function being the maintenance of cultural identity and the shaping of national consciousness. French sociologist Maurice Halbwachs posited that collective memory constructs "realms of memory" through symbolic systems, ritual practices, and emotional narratives, transforming abstract cultural values into tangible identity markers [5]. Zhu Tiexiong's videos extract symbolic elements that coalesce national memory and embody the essence of traditional culture. Through digital technology, they achieve situational recreation and complete emotional activation within intergenerational stories, effectively forging cultural connections to national sentiment.

Zhu's videos are distinctly characterized by their Guofeng style: they use traditional Chinese culture as their foundation, explore classic character archetypes, integrate contemporary values, and are complemented by sophisticated special effects. The "Guofeng transformations" are skillfully woven into narratives aimed at promoting and inheriting the perseverance and determination intrinsic to the Chinese spirit. In terms of symbol usage, he adeptly blends ICH elements like face-changing, lion dance, and Peking Opera with fantastical storylines, evoking memories of traditional culture and immersing viewers in the ambiance of vibrant opera stages. Regarding scene evolution, he creates environments rich with traditional charm, using immersive set restorations that allow audiences to experience historical

lifestyles. Through the performance of rituals, he imitates traditional folk ceremonies, solemnly evoke viewers' reverence and nostalgia for customary practices. Concerning intergenerational transmission, Zhu's videos serve as cultural bridges connecting different generations. They enable older individuals to reminisce about familiar cultural scenes from their past while helping younger generations understand the lifestyles and cultural traditions of their ancestors, thereby fostering a greater appreciation and respect for history and culture, strengthening familial and national cohesion, and ensuring the continuous, living transmission of traditional culture.

5 LIMITATIONS IN ZHU TIEXIONG'S SHORT VIDEO DISSEMINATION OF TRADITIONAL CULTURE

While short video creators represented by Zhu Tiexiong actively promote traditional culture through innovations in content and form, certain shortcomings persist in the communication process.

5.1 Insufficient Cultural Depth in Short Video Expression

Although Zhu Tiexiong's short videos demonstrate innovation in cultural expression, some works overly prioritize visual spectacle and entertainment effects, potentially weakening cultural depth. Zhu's team employs technical means like special effects transformations and scene teleportation to distill cultural symbols such as Peking Opera masks and martial arts moves into highly impactful visual elements. This creative model yields a dual effect: when special effects and light outlines delineate historical figures, audience attention is captivated by the dazzling imagery, often failing to recall cultural archetypes beyond those specifically labeled on screen. This "instant-understanding culture" dissemination strategy lowers the threshold for reception but simultaneously flattens the framework for cultural cognition. More notably, the trend of content homogenization driven by traffic algorithms is concerning: once the success formula of "transformation + special effects + sentiment" was validated by million-view hits, the team began repetitively applying similar structures in their works, gradually solidifying a fixed template—"30 seconds of conflict buildup, 1 minute of effects foreshadowing, 10 seconds of highlight transformation." This industrialized production model ensures communication efficiency but squeezes out the narrative space necessary for cultural interpretation.

5.2 Traffic Pursuits Compromising Cultural Communication Space

While Zhu Tiexiong's most popular short video has garnered over 11.21 million likes, a significant disconnect exists between dissemination and cultural conversion. In the video "Borrowing this moonlight, I meet your eyes once more," comments reached 250,000, with high-frequency interaction primarily reflecting immediate reactions to the visual spectacle. In the comment section of the Zhao Yun transformation video, which received 1.92 million likes, over 2,000 comments focused on the special effects creativity, while remarks concerning shadow puppetry were minimal. This "watch-and-forget" dissemination characteristic exposes the limitations of short videos in transmitting traditional culture—the platform users' average attention span of 7 seconds struggles to support the establishment of systematic cultural cognition. More critically, the traffic-oriented approach is reshaping the creative ecology: to sustain data growth, the team continuously increases the complexity of special effects. Recent videos feature technically impressive but culturally decontextualized elements like "suspension transformations" and "temporal folding scenes," a trend that may lead to the excessive entertainment-focused adaptation of cultural symbols. When algorithms persistently recommend similarly superficial content, the essence of traditional culture requiring quiet contemplation risks being marginalized at the end of the communication chain.

6 RECOMMENDATIONS FOR SHORT VIDEO DISSEMINATION OF TRADITIONAL CULTURE

In the short video era, the dissemination of traditional culture faces a dual challenge: adapting to fragmented information delivery while balancing entertaining expression with cultural depth.

6.1 Overcoming Communication Challenges through High-Quality Creation

Short video content is predominantly entertainment-oriented. Creators like Zhu Tiexiong, who disseminate traditional culture via short videos, face the dilemma of "high attention but low conversion rates" and the prevalence of content homogenization. Addressing this issue requires constructing a tripartite innovative path: at the content level, deeply excavate cultural knowledge systems, integrating the underlying cultural logic of techniques into narratives more naturally; at the formal level, adopt a "display + puzzle-solving" creative model, using detailed designs to construct immersive scenarios; at the technical level, utilize cutting-edge technologies to transform modern elements alongside traditional imagery, accurately restoring the rhythmic beauty of traditional arts.

6.2 Evolving from "Dissemination" to "Inheritance" in Cultural Communication

Within the cultural communication landscape reshaped by short videos, traditional culture is transitioning from mere "dissemination" to deeper "inheritance [6]." Creators build cultural communities through topic tags like "ICH inheritance" and "Guofeng transformation," forming a closed-loop mechanism of creation-dissemination-feedback that

guides young people from passive viewing to active participation. This new paradigm of "viewing as participation," leveraging algorithm recommendations and user interaction, enables traditional culture to break through circle barriers and achieve wider dissemination among Generation Z. Moving beyond superficial technical prowess to return to an in-depth exploration of core cultural values is essential for genuinely realizing the "living inheritance" of traditional culture.

Short videos have pioneered new pathways for disseminating traditional culture, expanding its reach. Zhu Tiexiong narrates stories themed on traditional culture through short videos, skillfully employing digital storytelling and cultural symbol reinvention to promote the social inheritance of traditional culture. However, the inherent attributes of short videos also pose challenges for cultural transmission. The balancing act between cultural communication and the pursuit of traffic is becoming increasingly prominent. Issues such as the flattening and symbolization of cultural interpretation, leading to a superficial audience understanding of traditional culture, require ongoing exploration.

7 CONCLUSION

The phenomenon of Zhu Tiexiong offers a compelling case study for understanding the transformative potential and inherent limitations of disseminating traditional culture within the short video ecosystem. This research demonstrates that short video platforms, characterized by their fragmented, visual, and interactive nature, have indeed reshaped the paradigm for cultural communication. They provide a powerful antidote to the historical challenges of accessibility and engagement that have long plagued traditional art forms. Through the innovative practices of creators like Zhu, traditional culture undergoes a process of "value regeneration," where elements such as Peking Opera, Yingge Dance, and lion dance are deconstructed and re-contextualized through modern audiovisual language and narrative techniques. His model of "Guofeng + Narrative + Special Effects" successfully bridges the gap between heritage and modernity, enabling a broader, younger audience to encounter and appreciate cultural beauty through emotionally resonant and visually spectacular content. This represents a significant shift from one-way, authoritative transmission to a participatory, grassroots-driven social communication model [7-8].

However, this study also reveals critical limitations within this new paradigm. The pursuit of viral success and the constraints of the short video format can lead to a compromise in cultural depth. The over-reliance on spectacular special effects and a formulaic template—such as the predictable "transformation climax"—risks reducing complex cultural symbols to flattened, instantly consumable visuals. This creates a "watch-and-forget" dissemination pattern where high viewer engagement does not necessarily translate into profound cultural understanding or systematic knowledge acquisition. The algorithm-driven pressure for traffic can foster content homogenization and an excessive entertainment focus, potentially marginalizing the very essence of traditional culture that requires quiet contemplation.

Therefore, the future of traditional culture dissemination on short videos lies in a conscious evolution from mere "dissemination" to meaningful "inheritance." While creators like Zhu Tiexiong have masterfully expanded the reach of traditional culture, the next step involves deepening its impact. This requires moving beyond technical spectacle to a more profound excavation of cultural knowledge systems. Recommendations include integrating underlying cultural logic more naturally into narratives, adopting creative models that encourage active audience "puzzle-solving," and utilizing technology not just for visual wonder but for the accurate restoration of traditional artistry's rhythmic and aesthetic principles. Ultimately, by balancing entertaining expression with cultural authenticity and fostering a transition from passive viewing to active participation and co-creation, short videos can truly become a fertile ground for the living inheritance of traditional culture in the digital age [9].

COMPETING INTERESTS

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