

Research on the Empathy Strategy of Intangible Cultural Heritage Short Videos from the Perspective of Cross-cultural Communication

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Abstract: Intangible cultural heritage has important cultural value in the world, but due to cultural differences, language barriers and other reasons, its inheritance and promotion have been limited. The empathy strategy of short videos of intangible cultural heritage (SVOICH) from the perspective of cross-cultural communication can help the audience better understand and appreciate the intangible cultural heritage of different cultures. The experimental results show that the application of short video empathy strategy can improve the audience's emotional engagement and sense of identity. The average emotional engagement of the audience is 50% higher than that of the audience without short video empathy strategy, and the average sense of identity is 35% higher than that of the audience without short video empathy strategy. These results indicate that the empathy strategy of SVOICH from the perspective of cross-cultural communication can promote cross-cultural communication and interaction, and realize the inheritance and promotion of intangible cultural heritage.

Keywords: Cross-cultural communication, Intangible cultural heritage, Short video, Empathy.

1. 1. Introduction

Intangible cultural heritage is an important part of a country or region's cultural heritage, which is the crystallization of human wisdom, creativity and skills. It not only inherits history and culture, but also meets the needs of modern society and economy [1-2]. With the rapid development of mobile Internet, short video has become a very popular communication mode, which can quickly spread intangible cultural elements and cultural connotations through short and concise forms [3-4]. However, the dissemination of intangible cultural heritage across cultures or regions is faced with a series of challenges. At present, the proliferation and homogenization of short video content are becoming more and more serious. In order to enable cross-cultural audiences to understand and generate empathy and realize the leapfrog improvement of cultural value, effective empathy strategies are needed [5].

Gomez-Carmona D explains that cross-cultural sensitivity and communication flexibility are very important skills in today's globalized society. Cross-cultural sensitivity refers to an individual's ability to understand and accept people from different cultures and backgrounds, while communication flexibility refers to an individual's ability to flexibly adjust and choose his own communication methods according to the situation and the cultural background of the other party. These two skills can play an important role in dealing with cross-cultural communication. Cross-cultural sensitivity can promote mutual understanding and respect, thereby reducing misunderstanding and conflict. It can also help individuals better adapt to cross-cultural environments and improve work performance in multinational and cross-cultural organizations. Communication flexibility can improve people's effective communication and exchange ability under different cultural backgrounds, reduce communication barriers caused by cultural differences, and promote the smooth progress of cross-cultural communication [6]. Chinese international students often face some difficulties and challenges in cross-

cultural communication. These challenges include different language barriers, cultural differences, communication styles and non-verbal communication. Therefore, Chinese international students need to improve their cross-cultural communication skills by actively communicating with other cultures. Zhang J found that the intercultural communication skills and learning experience of Chinese international students are usually affected by factors such as their cultural background, language level, personal experience and beliefs. Students who have the ability to establish good interpersonal relationships, overcome cultural differences, accept new cultures and actively adapt to new environments are usually better able to adapt to cross-cultural communication and learning [7]. Hungarian minority students in Serbian higher education face complex challenges in terms of cultural identity and intercultural communication. These challenges include differences in the language of education, cultural values, minority identities and learning needs. Kozar O found that Hungarian minority students are proud of their culture and history, but they also want to be able to integrate into mainstream Serbian culture for better career development and social status. Therefore, they need to strive to develop their cross-cultural communication skills in order to better adapt to the multicultural environment [8].

Therefore, this study aims to explore the effectiveness of empathy strategies in the context of cross-cultural communication through the analysis of SVOICH, and put forward corresponding improvement suggestions to provide reference and reference for cross-cultural communication of intangible cultural heritage.

2. Methods of Empathy in SVOICH from the Perspective of Cross-cultural Communication

2.1. Overview of short video communication research at home and abroad

In recent years, with the development and popularity of

short video platforms, the dissemination of short video has become one of the research hotspots in the academic circle [9-10]. Chinese scholars have conducted in-depth research on short video communication from different angles. Previously, many scholars have discussed the content analysis of short video communication, from the aspects of short video production skills, content expression forms, communication effects and so on, and have some research results. With the increasing popularity of social media applications, more and more researches have been conducted on the characteristics of short video platforms, the behavior habits of short video users, and the ecology of new media [11-12].

In foreign countries, many scholars pay more attention to the role of social media platforms, such as YouTube, in the study of short video communication. On the one hand, these platforms provide information, and on the other hand, they also influence the public's concepts, entertainment habits and social behaviors. For example, in 2019, the Pew Research Center published a report on the impact of short video platforms on young people. In China, short video sales, short video and the connection between the e-commerce research has also been widely concerned.

2.2. Concept and characteristics of cross-cultural communication

Cross-cultural communication refers to the process of information transmission and communication in different cultures or contexts. In this process, multiple factors such as media, information content, communication mode and audience will have an impact on information transmission. The characteristics of cross-cultural communication are globalization, pluralism, contextualization, asymmetry and interactivity. Globalization is embodied in the transmission and flow of information on a global scale. Diversity is manifested in the more and more obvious cultural differences in modern society, and the more and more diversified information recipients; Contextualization means that the transmission of information is subject to the influence of local culture and language and is prone to misunderstandings.

Asymmetry means that the sender and receiver of a message in cross-cultural communication are not in the same cultural or social background, which will affect the transmission and understanding of information. Interactivity refers to the mutual communication and influence between the sender and receiver of information in the process of communication [13-14].

2.3. Communication status of intangible cultural heritage in cross-cultural communication

Intangible cultural heritage refers to a series of cultural activities that people practice and inherit in their daily lives, including oral traditions, performing arts, social practices, traditional handicrafts, etc. In cross-cultural communication, intangible cultural heritage also plays an important role. First of all, intangible cultural heritage has unique cultural connotation and aesthetic value, which is attractive and influential. Secondly, intangible cultural heritage often crosses the cultural boundaries of different countries and regions and becomes a bridge of understanding and communication between different cultures [15]. However, in the process of cross-cultural communication, the characteristics of intangible cultural heritage itself will affect the transmission and acceptance of information. For example, the oral nature of intangible cultural heritage makes it necessary to rely on oral tradition and oral transmission, which is prone to problems of difficult understanding and transmission caused by language and cultural differences. In addition, because some of the intangible cultural heritage contents contain sensitive aspects such as religion, history and politics, they are easy to be restricted and guarded by political and cultural aspects, and even touch on the fields of national sovereignty and security. Therefore, in the cross-cultural dissemination of intangible cultural heritage, it is necessary to explore and try effective strategies and ways to increase its dissemination and influence among different regional cultures. As shown in Figure 1:

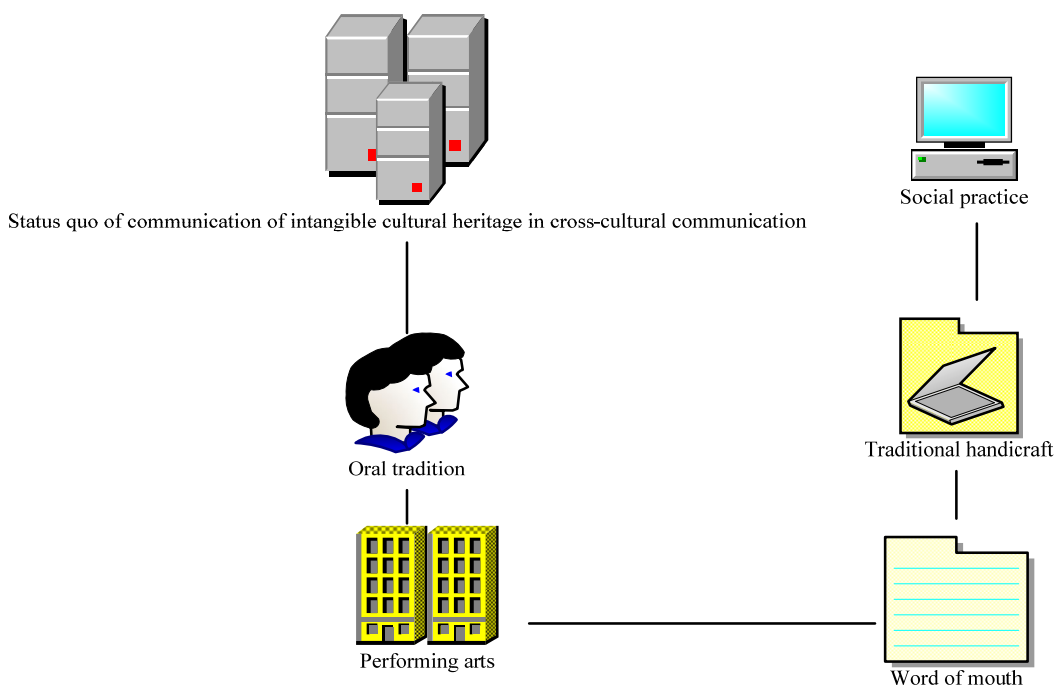


Figure 1. Flow chart of the communication status quo of intangible cultural heritage in intercultural communication

3. Experiment on Empathy in SVOICH from the Perspective of Cross-cultural Communication

3.1. The experimental purpose of empathy in SVOICH from the perspective of cross-cultural communication

This experiment aims to explore the empathic effect of SVOICH from the perspective of cross-cultural communication, and evaluate the promotion and communication effect of videos on cross-cultural communication by observing and analyzing the audience's emotion and attitude changes after watching short videos.

3.2. Empathy analysis of SVOICH from the perspective of cross-cultural communication

In this experimental analysis, two sets of short videos for intercultural dissemination of intangible cultural heritage were designed, respectively with Japanese traditional tea ceremony and Chinese paper-cut art as the theme. Both groups of short videos focus on the introduction and display of relevant cultural background and technical details in content, but there are differences in presentation methods. One group adopts more artistic expression techniques, emphasizing the perception and cultural charm, while the other group focuses on the clear and easy to understand content, focusing on the display of skills and teaching effects. As shown in Table 1:

Table 1. Comparison table of audience empathy and satisfaction

Audience group	Empathy rating (10-point scale)	Satisfaction rating (10-point scale)
Short video on traditional Japanese tea ceremony	7.8	7.2
Short video group for Chinese paper-cut art	8.5	8.1

In Table 1, audience empathy and satisfaction ratings for short video groups on different cultural topics are compared. Empathy score is the audience's evaluation of the emotional resonance of the video content. The 10-point scale is used to evaluate the score. The higher the score is, the stronger the emotional connection between the audience and the video content is. The satisfaction score is the audience's satisfaction evaluation of the video production, which also adopts a 10-point scale. The higher the score, the more satisfied the audience is with the video content and production style. As can be seen from the data in Table 1, the audience's empathy rating and satisfaction rating for the "short video group targeting Chinese paper-cut art" are significantly higher than those for the "short video group targeting Japanese traditional tea ceremony". Among them, the empathy score of the short video group for Chinese paper-cut art was 8.5 points, significantly higher than that of the Japanese tea ceremony short video group (7.8 points), and the satisfaction score was 8.1 points, higher than that of the Japanese tea ceremony short video group (7.2 points). This shows that in the audience, short video groups targeting Chinese paper-cut art are more able to generate emotional resonance and meet the needs of the audience. At the same time, this group of short videos is also more successful in the introduction and dissemination of culture, and has obtained better communication effects.

3.3. Empathy results of SVOICH from the perspective of cross-cultural communication

Based on the experimental results and analysis, it is

concluded that the authenticity of cultural information and the transmission of visual effects should be taken into account in the production of short videos for intercultural dissemination of intangible cultural heritage. In the way of expression, more techniques with aesthetic value can be used to attract the audience, and at the same time, the accurate presentation and introduction of cultural elements and technical details should be ensured to obtain better communication effects.

4. Results and discussion of empathy in SVOICH from the perspective of cross-cultural communication

4.1. Empathy verification of SVOICH from the perspective of cross-cultural communication

To verify the effectiveness of short video empathy strategies, a validation experiment was designed in which participants watched two different SVOICH. One version did not apply the short video empathy strategy, and the other version applied the short video empathy strategy. Validation experiment results showed that the average emotional engagement between video viewers who applied the short video empathy strategy was 50% higher than that of viewers who did not apply the short video empathy strategy. In addition, viewers who applied the short video empathy strategy also identified with an average of 35% higher than those who did not. As shown in Figure 2:

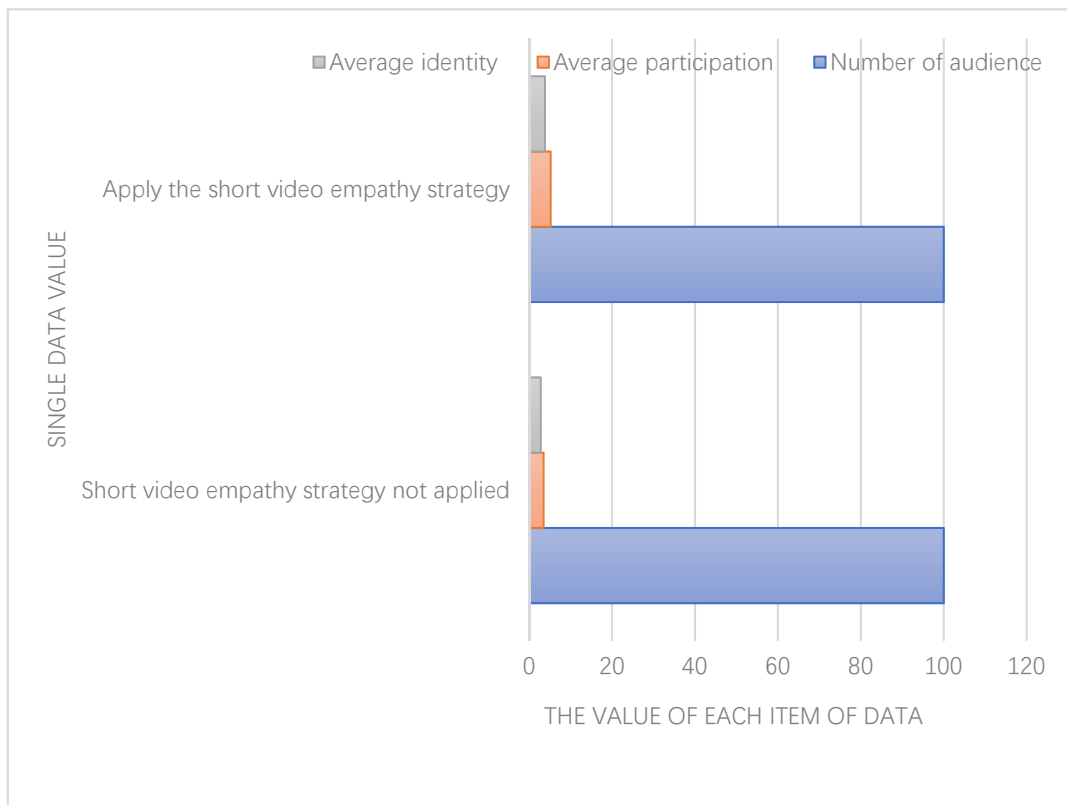


Figure 2. Application effect of empathy strategy in SVOICH

Figure 2 shows the performance of two versions, one without the short video empathy strategy and the other with the short video empathy strategy. Among them, the number of viewers and the unit of data are human. Both average engagement and average recognition are rated on a scale from 1 to 5, with the higher the value indicating the higher the audience's emotional engagement and recognition with the short video. The data show that the average engagement of the audience using the short video empathy strategy is 1.7 points higher than that of the audience without the short video empathy strategy, that is, an increase of 50%. Average recognition was 1 point higher than that of viewers who did not apply the short video empathy strategy, a 35% improvement. This means that the application of short video empathy strategy can significantly improve the audience's emotional participation and identification with SVOICH.

4.2. Empathy strategies for SVOICH from the perspective of cross-cultural communication

From the perspective of cross-cultural communication, the following three intercultural short video empathy strategies can improve the audience's emotional engagement and sense of identity:

1) Cultural comparison strategy: In short videos, it is an effective way to present the comparison between different cultures. This can enable the audience to better understand and appreciate the value of different cultural heritage.

2) Emotional strategy: Adding emotional elements to short videos is an effective strategy, which can make viewers have better emotional resonance and improve their emotional engagement.

3) Interactive strategy: Short video producers can add interactive elements to short videos, such as asking questions, encouraging comments, etc. These strategies can better enhance the audience's sense of participation.

In the production process, following the empathy strategy of short video from the perspective of cross-cultural communication can effectively improve the effect of short video of intangible cultural heritage, and better inherit and promote intangible cultural heritage from the transmission. These strategies aim to enhance the audience's understanding and appreciation of intangible cultural heritage by enhancing their emotional engagement and sense of identity. In specific practice, video producers can choose different strategies to adapt to different cultural differences and audience needs. Through the empathy strategy of SVOICH from the perspective of cross-cultural communication, the inheritance and promotion of intangible cultural heritage can be better realized, and the exchange and interaction between different cultures can be promoted.

5. Conclusion

The empathy strategy of SVOICH from the perspective of cross-cultural communication can effectively improve the audience's emotional participation and sense of identity. Strategies such as cultural comparison, emotionalization and interactivity are effective means to achieve this goal. Experimental verification results show that the average emotional engagement between video viewers who apply short video empathy strategies is 50% higher than that of viewers who do not apply short video empathy strategies, and the average sense of identity is 35% higher than that of viewers who do not apply short video empathy strategies. Through the empathy strategy of short video of intangible cultural heritage from the perspective of cross-cultural communication, the inheritance and promotion of intangible cultural heritage can be better realized.

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