

CHINA'S NATIONAL IMAGE COMMUNICATION STRATEGY IN SHORT VIDEOS WITHIN THE CO CULTURAL FUSION: A CASE STUDY OF 'ESCAPE FROM THE BRITISH MUSEUM'

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Abstract

In the context of accelerated globalization, the exchange and integration of cultures have become particularly important. Short videos, as an emerging medium of communication, play a significant role in empathetic broadcasting due to their convenience and broad audience base. "Escape from the British Museum" serves as a new paradigm in the short video dissemination of Chinese traditional culture, offering new possibilities for the future development of short videos in our country. This video presents a wealth of cultural elements through the adventurous exhibition of cultural relics, promotes cultural identity recognition through anthropomorphism, awakens collective memory, and evokes emotional resonance among viewers. This study, taking "Escape from the British Museum" as a case, employs content analysis and case study methods to explore effective empathetic communication strategies through short videos in a culturally integrated context, aiming to foster understanding and empathy among audiences. The study finds that with ingenious narrative techniques and emotional stimulation, short videos can overcome cultural barriers, reach a wide audience, evoke emotional resonance, and thus achieve the goals of deepening cultural identity, enhancing collective memory, and disseminating fine traditional culture.

Keywords: *China's National Image Communication; Convergence culture; Empathy Communication; Short Video Communication; Cross- Cultural Empathy*

1.0 Introduction

1.1 Research background

In today's globalization and digitalization era, short video, as an emerging communication medium, plays an increasingly important role in cultural communication and dissemination with its unique form and wide audience base. Escape from the British Museum, as a short video that integrates different cultural elements, provides a representative case for the study of cross-cultural empathic communication. This study not only deepens our understanding of how short videos promote cultural understanding and empathy in the context of globalization, but also provides a new perspective for exploring communication strategies in a multicultural environment.

Understanding and respecting different cultures has become particularly important in the context of integrating cultures. By presenting diverse cultural backgrounds and storylines, Escape from the British Museum stimulates empathic responses from viewers and promotes mutual understanding and respect for cultural values, a point that is of great significance in building a more harmonious globalized society. By

analyzing the empathic communication strategy of this video, this study aims to reveal how to effectively cross-cultural barriers and stimulate cross-cultural empathy through the platform of short videos, so as to enhance communication and understanding between different cultures.

In addition, with the continuous progress of digital media technology, short videos are becoming one of the main ways for people to obtain information and entertainment. Therefore, exploring how to utilize short videos to implement effective empathic communication strategies in the context of converging cultures not only helps to enhance the cultural sensitivity and inclusiveness of short video content, but also has practical significance in promoting the understanding of and respect for global cultural diversity. The significance of this study's topic selection is that it not only responds to the current needs of cultural communication in the context of globalization and digitization, but also provides feasible strategies and methods for promoting understanding and empathy among viewers in different cultural contexts.

1.2 Significance of the selection

1.2.1 Theoretical implications

1. Such research can help to expand and deepen the theoretical foundations of the field of intercultural communication, especially in understanding how cultural integration affects the dissemination and reception of information in the context of globalization. For example, analyzing how *Escape from the British Museum* crosses cultural boundaries and triggers the emotional resonance of viewers from different cultural backgrounds can provide new insights into the mechanism of cross-cultural empathy.
2. Extend empathy research to the field of cross-cultural content creation and dissemination, explore how different cultural elements can be effectively utilized in narratives to stimulate empathy, and provide a new theoretical framework for the application of empathy theory in cross-cultural settings.
3. This research direction promotes the cross-fertilization of several disciplines such as communication, psychology, and cultural studies, and promotes the development of interdisciplinary research methodologies, providing a multi-perspective view for understanding the complex phenomenon of globalization.

1.2.2 Practical implications

- 1) By understanding the strategies used by *Escape from the British Museum* to successfully attract global audiences in a cross-cultural context, it provides content creators and media practitioners with lessons and knowledge on how to design content that can be disseminated cross-culturally and enhance the competitiveness of cultural products in the global market. For example, by adopting effective empathic communication strategies, they can create works that have cultural depth and can touch the emotions of audiences from different cultures.
- 2) This study demonstrates the possibility of promoting understanding and communication between audiences of different cultural backgrounds through empathic strategies, contributing to a more inclusive and harmonious global cultural environment. Connecting different cultures through empathy reduces cultural misunderstandings and conflicts and enhances cultural respect and understanding on a global scale.

- 3) The findings of this study can provide cultural policymakers with insights that can guide the design of cultural exchange and international cooperation programs to promote the preservation and promotion of cultural diversity. At the same time, educators can utilize these findings to design more inclusive and cross-culturally sensitive pedagogical content and methods.

To summarize, the significance of the topic of this dissertation lies in its important theoretical and practical contribution to promoting cross-cultural empathy, deepening cultural exchange and understanding, exploring effective communication strategies, and ultimately promoting global cultural integration and harmony.

The purpose of studying the empathic communication strategy of the short video work "Escape from the British Museum" in the context of converging cultures is to explore and understand in depth how the emerging medium of short video can effectively convey emotions and promote empathy in the convergence of different cultural backgrounds, and how to promote cross-cultural understanding and communication through empathy. The following are some specific research purposes, and corresponding examples:

By exploring how *Escape from the British Museum* inspires empathy among culturally diverse audiences across the globe through its storyline, character design and visual narrative. This study looks at how the play presents historical and cultural elements that are relevant to multiple cultures and how these elements promote emotional empathy among audiences from different cultural backgrounds;

To analyze how the various cultural symbols and references introduced in *Escape from the British Museum* enhance the global appeal of the story and motivate the audience to empathize and understand it cross-culturally. To study how objects or artifacts in the context of Chinese culture are presented and interpreted in the play, and the empathetic effect this presentation has on audiences of different cultures;

Introducing the specific case of *Escape from the British Museum* to study how empathic communication strategies can help viewers transcend cultural differences and reach a deeper level of cultural understanding and communication. For example, it is possible to analyze how the characters in the episodes serve as a bridge for cultural exchange, and the specific impact of such character design on promoting understanding between different cultures;

With the help of the study on the successful empathetic communication strategy of *Escape from the British Museum*, strategic suggestions for future cross-cultural content creation and dissemination can be made. For example, the study can suggest how to effectively integrate different cultural elements and how to achieve wider audience empathy through storytelling and characterization while maintaining cultural sensitivity.

A study of the communication strategies of *Escape from the British Museum* on social media platforms and how social media has served as a tool for empathy generation and enhancement, facilitating intercultural interactions and exchanges. How users who shared and discussed the content of the episodes through social media developed empathy on a global scale and how this empathy facilitated cross-cultural understanding.

These research objectives allow for a deeper understanding of the complexity of cross-cultural empathic communication and how it can facilitate emotional connection and cultural exchange between viewers from different cultures through well-designed content and strategies.

1.3 Research methodology

1.3.1 Content analysis

To establish a theoretical framework for the research problem, by integrating the analysis and summary of existing theories on the empathic communication strategy of short videos in cultural contexts, such as the cultural elements, empathic communication strategy, and narrative techniques of short videos in cross-cultural contexts; introducing *Escape from the British Museum* as a concrete case, selecting representative elements as analysis samples, and documenting how the various elements embody the cultural fusion and the empathic strategy, and using qualitative analysis to reveal the characteristics of short videos and empathic strategy. And qualitative analysis is applied to reveal the empathic communication strategies and cultural integration characteristics in short videos.

1.3.2 Case study

Escape from the British Museum itself, as the core case of the study, should be recorded in detail the selection criteria of the case and its importance in the study, and should also collect multivariate data; through in-depth analysis of the creation background of the short video, the selection and fusion of the cultural elements, the narrative style, and the visual presentation methods, etc., we will explore how all these factors work together to promote the dissemination of cross-cultural empathy. The results of the analysis are linked to existing empathy theories, cross-cultural communication theories and other related theories, and the significance of the phenomena and laws observed in the cases in terms of their implications for theories and guidance for practice are discussed.

1.4 Research questions

- 1) How to effectively stimulate the empathetic response of viewers through the medium of short videos, thus enhancing mutual understanding and connection between viewers of different cultural backgrounds and effectively delivering cross-cultural empathetic messages?
- 2) What are some of the specific strategies used to study the short video "*Escape from the British Museum*" in promoting cross-cultural empathic communication?
- 3) What are the limitations and shortcomings of empathic communication in short videos proposed? And how to optimize the empathic communication strategy of short videos in the future in the context of integrated culture?

1.5 Literature review

1.5.1 Research on "empathy" and empathic communication

Empathy is often defined as a person's understanding of and empathy with another person's emotional state. It includes cognitive empathy (understanding another person's thoughts and feelings) and affective empathy (resonating with another person's emotional state). Both dimensions are essential for facilitating effective communication and social interaction.

Empathic communication is an interdisciplinary field of study that involves a number of disciplines such as psychology, communication, and sociology. In the study of empathic communication, scholars have explored from different perspectives how empathy plays a role in interpersonal and media communication, as well as its specific effects on information reception, processing and behavioral influences. Liu Haiming and Song Ting define empathic communication as the process in which individuals participate in receiving,

infecting, and expressing information, as well as transmitting and sharing it when facing emotional situations in a group. [1]Zhao defined empathic communication as: empathic communication is the process of forming, transmitting and spreading common or similar emotions and feelings. [2]Chen Wuying and Liu Lianqi (2016) proposed that empathy in real life often occurs in specific situations and is deeply influenced by situational factors.

Although the research on the influence of context on empathy has gained certain achievements, the research on the influence of connotative factors in the situation is not deep enough, and there is still room for further expansion on how to use it in modern times. [3]Lisa Fu et al. (2020) argued that positive empathy moderates the positive affective enhancement of the empathizer in the process of giving positive feedback, but it does not moderate the positive affective enhancement of the empathized in the process of receiving positive feedback. [4]The above studies have unified the concepts of empathy, clarified contradictory theories and assumptions, laid the foundation for further research on empathy, and formed a complete system of "empathy" in psychology.

Empathy is usually used in the field of emotional communication, emphasizing the impact of emotions on communication. However, for cross-cultural communication, empathic communication also has a specific meaning. It mainly emphasizes how to carry out emotional

Communication to realize more convenient and effective communication. This kind of emotional empathy is the basis of human interaction, and it can cross the differences between cultures to achieve understanding and recognition. Therefore, this study suggests that empathic communication is a process in which individuals, organizations or groups use social platforms to reach a consensus and thus share emotions.

The proportion of domestic research on empathy communication is relatively larger, through combing, the author found that the current academic research on empathy communication mainly focuses on the role of the mechanism and path of empathy communication, the strategy of empathy communication and the effect of empathy communication in three aspects. And the research objects include documentary films, media reports, variety shows, short videos and other forms of communication.

In terms of empathic communication strategies, some scholars take mainstream media as the research object to explore what kind of empathic communication strategies the media adopt for reporting. For example, Lai quinoa analyzed the People's Daily from the levels of theme and narrative structure, and so on.

Of the epidemic coverage is analyzed, and it is found that emotional discourse is often used as a strategy to activate the empathic factors of the audience to enhance the communication effect of mass media such as the People's Daily. [5]Zhao Xinli proposes a strategy for shaping China's image from the perspective of empathic communication, suggesting measures such as organizing China's image resources, strengthening empathic communication, and focusing on mobilizing social and international forces. [6]Zhang Yajie explores new ways for city broadcasters to carry out international communication, arguing that their empathy narratives, which make full use of resources, use small perspectives and folk stories as carriers, and emotional communication and rational persuasion as strategies to resonate with overseas audiences, are innovative breakthroughs for city broadcasters to improve their international communication capabilities.[7]

1.5.2 Cross-cultural empathy communication research

Domestic research on cross-cultural empathy has gradually emerged in recent years. The advent of globalization has made the application of empathy in the field of cross-cultural communication more and more extensive, and cross-cultural empathy can largely eliminate the conflicts and misunderstandings

brought about by cultural differences, and then promote China's international communication and foreign communication, and is therefore very valuable for research.

According to Li Chengjia and Peng Zhubin, cross-cultural empathic communication refers to the skillful use of empathy by communicators in cross-cultural communication activities, so as to ensure that the information content of communication is interpreted and resonated with the same direction by the communication audience from different cultural backgrounds, and then triggers the action feedback of the communication audience. On the whole, cross-cultural empathy is a strategy or technique to enhance the effectiveness of cross-cultural communication, which can be practiced in cross-cultural communication activities at the individual, organizational, national and other levels. [8]Wang Changxiao and Sun Yuzhu explored how to use short videos for cross-cultural empathy communication, and emphasized the importance of creating cross-cultural communication platforms and engaging storytelling experiences. [9]Other scholars combine empathic communication with transcultural communication, arguing that empathic communication is a practical method for opening up new modes of international communication in the new era of globalization, and that it can establish a path from a community of emotions to a community of destiny.

In summary, studies at home and abroad reflect the importance that academics attach to empathy and the analysis of the mechanisms, strategies and effects of empathic communication. These studies have explored the development and application of empathy, as well as the history and current situation of cross-cultural empathy communication and how to use cross-cultural empathy communication strategies in the context of globalization to promote understanding and empathy among audiences from different cultural backgrounds, which is of great significance for the future of cross-cultural empathy communication.

However, as a psychological concept, "empathy" has been mostly studied in the fields of psychology and medicine, and there are fewer related literatures on its application to the practice of cultural communication, and the research angle is too single and not in-depth. Based on domestic and international research, this project will flexibly utilize domestic and international research results and introduce the case of "Escape from the British Museum" to conduct a comprehensive research on empathy communication in short videos in the context of integrated culture.

2.0 The Empathetic Communication Of Short Videos In The Context Of Convergent Culture: From Theory To Practice

2.1 The concept and characteristics of convergent culture

"Convergence culture" was originally proposed by Jenkins, an American media and cultural research scholar, and is dedicated to studying the impact of the collision of new and old media, the integration of personal media and media organizations, and the media environment where media producers and consumers interact. The impact of internal communication technology, industry, and audience consumption and social change. [10] Cultural integration is mainly driven by two interactive processes: bottom-up audience drive and top-down media drive. This integration is formed through the joint consultation and recognition between consumers and producers of media content. The specific characteristics of integrated culture are reflected in the following three aspects:

2.1.1 Participatory culture

Participatory culture is a new type of media culture developed based on new media platforms such as Web2.0. It is a new type of media culture that is free, equal, open, inclusive, and shared, based on Web2.0 and other platforms, with all netizens as the main body, and actively creating media texts, disseminating media content, and strengthening network communication as the main form. [11] In the process of participation, individuals establish connections with others, pass on experiences, solve problems collectively, and achieve self-identity. [12] Participants not only consume cultural products, but also contribute their own creativity and works. This cultural model makes the process of cultural production and consumption more democratic through interaction, creation, and community cooperation. Technology, especially the Internet and social media, provides the necessary platform and tools for this interaction, thereby lowering the threshold for creation and sharing. Participatory culture emphasizes diversity and inclusiveness, promotes cultural innovation, and also brings new challenges regarding copyright and creative freedom.

2.1.2 Cross-media narrative

"Convergence culture" emphasizes content production across multiple media. The digital media era is not an era in which one medium monopolizes the entire media field, but an era in which multiple media coexist and integrate. [13] In the context of convergence culture, cross-media narrative presents unique narrative connotations and characteristics through the interaction of different media forms. This narrative method not only expands the boundaries of traditional narrative, but also promotes dialogue and communication between cultures. For example, multiple media such as film, literature, music and digital games can jointly construct a complex story world, allowing viewers or readers to experience the story from multiple perspectives, thereby enhancing the depth and richness of the narrative, and these forms can echo and complement each other. Cross-media narrative is also bidirectional. The conversion of media users is itself a cross-media and cross-platform narrative activity; and this cross-media narrative structure provides the basis and conditions for the migration and flow of users between various platforms.



Clip from 'Escape from the British Museum'

2.1.3 Collective intelligence

Collective intelligence is a core concept in the theory of convergent culture. It emphasizes the decentralized knowledge production achieved through group collaboration and information sharing in a digital and diverse knowledge environment. Collective intelligence not only promotes the diversity and innovation of information, but also relies on the active interaction and collaboration among Internet users, especially in solving complex problems and creating new knowledge. The dynamic development and adaptability of collective intelligence reflect its importance of communication in the modern digital media environment, and the effective use of collective wisdom is the key to understanding and promoting contemporary cultural dynamics.

2.2 Empathy communication of short videos in the context of integrated culture

2.2.1 The concept of empathy communication

Empathy, as an ability to transcend individual emotional and cognitive boundaries, allows people to experience and understand the emotions, thoughts and experiences of others, thereby promoting a deeper level of understanding and connection in the process of communication. Empathy and communication are inseparable. Empathy communication is "the behavioral process of individuals participating in information reception, infection and expression, and transmission and sharing when facing the emotional situation of the group." [14] In communication, empathy communication should explain the new relationship model between individuals and groups, and between groups on the basis of empathy in psychology. [15] Empathy communication shows a significant progressive relationship between the individual and the social level, starting from emotional resonance and cognitive understanding between individuals, and then expanding to the broad field of promoting social understanding and cooperation. At the individual level, emotional empathy, as the basis for understanding other people's emotions, is combined with cognitive empathy, the latter of which further deepens the understanding of other people's views and motivations. This expansion from individuals to society has enhanced mutual understanding and care within the community, and also promoted harmonious coexistence and cooperation among different groups. It reflects the core role of empathy communication in establishing and maintaining interpersonal and social relations, connecting individuals with society, promoting communication and understanding, and establishing harmonious social relations.

Through the theoretical framework of empathy communication, we can better understand the role of empathy in promoting interpersonal understanding, reducing misunderstandings and conflicts, and enhancing mutual trust. Especially in a diversified social and working environment, empathy communication is particularly critical. It is an important bridge to cross cultural and individual differences and build harmonious interpersonal relationships.

2.2.2 Empathy communication of short videos in the context of integrated culture

In contemporary society, with the rapid development of digital technology and the widespread popularity of the Internet, we are in an era of significant media convergence, increasingly active participatory culture, and increasingly mature cross-media narrative strategies. This background has not only completely changed the way information is disseminated, but also reshaped people's communication patterns, cultural experiences, and social interactions. Advanced digital technologies such as artificial intelligence, big data

analysis, and cloud computing have provided unprecedented convenience and efficiency for the creation, editing, storage, and dissemination of media content. The application of these technologies makes media convergence possible, promotes the interconnection between different media forms and platforms, and greatly expands the boundaries of information dissemination and cultural exchange.

The content of short videos is often not limited to a single platform. Cross-platform sharing and interaction are achieved through channels such as social media, forming a new media convergence communication model. Studying this phenomenon helps to explore the new forms and communication effects of media convergence in the digital age. Short videos are often used as part of cross-media narrative projects, combined with other media forms (such as text, images, long videos, etc.) to jointly construct a complex narrative world. How this cross-media narrative strategy affects the telling and reception of stories is an important part of short video research. By simplifying the content creation and publishing process, short video platforms have lowered the threshold for user participation and promoted large-scale user-generated content (UGC). Studying this participatory cultural production model helps explore the changes in cultural production and consumption in the digital age.

1) Participatory cultural perspective

The rise of participatory culture has enabled audiences to change from passively receiving information to actively participating in and creating content. Interactive functions on short video platforms, such as commenting, liking, forwarding, and creating response videos, allow audiences to directly express their emotional reactions and resonance, enhancing the communication effect of empathy. This interaction not only makes the experience of empathy more personalized and diversified, but also forms a community resonance, strengthening the social communication power of the empathy effect.

(2) Cross-media narrative perspective

Cross-media narrative provides a broader space and deeper story background for the empathy communication of short videos. Short videos are often used as part of cross-media narrative projects, complementing other media content (such as long videos, text reports, images, etc.), providing audiences with a narrative ecosystem of emotional resonance. This narrative strategy not only enriches the level of the story and enhances the depth of empathy, but also provides audiences with a multi-angle and all-round empathy entrance, promoting emotional connection and interaction between audiences on different media platforms.

(3) Media Convergence Perspective

In the context of media convergence, short video platforms provide a wealth of expression methods by integrating multiple media forms such as images, text, music, and videos, making empathy more vivid and multi-dimensional. This multimedia integration not only enhances the expressiveness of information, but also makes empathy more intuitive and infectious. For example, the clever combination of background music and visual effects can enhance the audience's perception of the emotions in the video, thereby promoting the generation of empathy.

3.0 Analysis Of The Dissemination Mechanism Of "Escape From The British Museum" In The Context Of Convergent Culture

The online micro-short drama "Escape from the British Museum" is a three-episode short drama shot in the UK by two short video bloggers "Xia Tian Mei Mei" and "Jian Bing Guo Zai". It uses the creative method of personifying cultural relics to tell the story of a Chinese jade pot with twig pattern escaping from the British Museum, encountering a Chinese journalist working overseas, and returning home with his help. As of press time, according to relevant data, the cumulative number of views of "Escape from the British Museum" on Douyin is 270 million, and the cumulative number of likes is close to 20 million. At the same time, according to Xinbang data, since the release of the trailer of "Escape from the British Museum", the creators "Jianbing Guozai" and "Xia Tianmeimei" have accumulated more than 5.55 million fans on the three major platforms of Douyin, Kuaishou, and Xiaohongshu in the past 7 days. This short drama not only attracted the attention and comments of users on social platforms, but also mainstream media forwarded comments and reports. The whole network collectively "broken defense", and the Weibo topic #Please British Museum return Chinese cultural relics free of charge# caused by it once topped the hot search list, and was praised by official media such as CCTV.com and Xinhua Daily.

The reason why this study selected "Escape from the British Museum" as a case study is its unique creative background and significant communication results. First of all, the play tells the story of a Chinese cultural relic with an innovative anthropomorphic approach, which not only shows the profound heritage of Chinese culture, but also reflects the organic combination of cultural heritage and modern expression. Secondly, as a short online drama created by self-media, it successfully utilized a multi-platform dissemination strategy and obtained hundreds of millions of views and extremely high social discussion on multiple platforms such as Bilibili, Douyin, Xiaohongshu, Weibo and Kuaishou.

In addition, the emergence of the Internet has greatly changed the entire media ecology. From media producers to media consumers, all are undergoing reshaping and construction, and the entire media environment is showing a trend of "integration". [16] The phenomenon of "Escape from the British Museum" going viral reflects the three characteristics of cross-media narrative, participatory culture, and collective wisdom of integrated culture, providing rich empirical materials for studying the cultural communication model under the new media environment. Therefore, "Escape from the British Museum" is not only a case worth studying because of its cultural value and social influence, but also because it shows the new mechanism and strategy of cultural product dissemination in the new media era, and puts forward new research questions and perspectives in the field of communication.

3.1 Deeply cultivating content creation: novel stories attract audience dialogue

When analyzing the dissemination mechanism of "Escape from the British Museum", it is particularly important to deeply cultivate content creation and attract audience dialogue through novel stories. The short play successfully captured the audience's interest and emotional resonance through an innovative narrative technique - personifying a Chinese cultural relic and telling the story of its journey back home. This novel story setting not only cleverly combines traditional culture with modern narrative, but also reflects the in-depth exploration and innovation of content, thus standing out from many contents. In addition, the themes of cultural root-seeking and identity recognition behind the story have triggered extensive social dialogue and thinking, further promoting the dissemination and discussion of the work. By deeply cultivating content creation, the play not only achieved an innovative expression of traditional culture, but also stimulated interaction and dialogue among the audience, demonstrating the importance of content innovation in improving the communication effect.

Collective wisdom, as an important feature of integrated culture, is fully reflected in the work "Escape from the British Museum", demonstrating the characteristics of collective wisdom. The series enriches content and deepens the audience experience by triggering and utilizing collective wisdom. Audience groups share their insights, information and creativity through online platforms, jointly analyze historical and cultural elements in the plot, and interpret character behavior and story direction. This collective participation not only enhances the appeal of the story, but also promotes the purpose of cultural education. Collective wisdom is reflected here as a collaborative knowledge creation process, making the interpretation of culture and history no longer one-way, but diverse and interactive. Behind the audience is the popular culture that contains the "collective wisdom" of the people. The audience builds a collective identity by participating in discussions on social media, showing a kind of collective wisdom.

3.2 Relying on the industry trend: short-set videos fit the fragmented context

In 2020, the State Administration of Radio, Film and Television added a "network micro-short drama" section to the filing system. Subsequently, major platforms have laid out micro-short dramas. Whether it is the blowout in the number of dramas themselves or the emergence of high-quality content, it shows that micro-short dramas have become a new trend in the field of online audio-visual. With the continuous development of Internet technology, the media has provided the public with more space to write and store memories, and short videos have become a medium for memory storage due to their fragmentation, large audience, and low threshold.[17] The fragmented reading habits and reading contexts in the post-text era have helped to promote the arrival of the micro-short drama trend. Short videos are short, concise and easy to read, and micro-short dramas incorporate plots, stories, emotions and other elements, which are more advantageous than long video series. "Escape from the British Museum" is less than 20 minutes in total, and its concise and easy-to-understand visual presentation caters to the reading habits of the audience in the fragmented era.

3.3 Analysis of audience portrait: Communication fits the audience's reception and interaction model

This micro-short drama attracted a large number of viewers with its innovative content and fascinating narrative techniques. The audience's interactive participation in various forms such as comments, likes, collections and sharing not only greatly spread the influence of the work, but also formed a strong community discussion atmosphere, further enhancing the communication effect of the work.

The interactive participation of users, especially on social media platforms such as Douyin, has brought "Escape from the British Museum" to a wider audience. Every time a user shares or comments, it is not only a recognition of the quality of the work, but also a new communication node, driving the attention and participation of more potential audiences. This bottom-up communication model significantly enhances the visibility and influence of the work. More importantly, user interaction provides a large amount of real-time feedback, which brings direct audience feedback to the creator. This feedback is not only huge in quantity, but also extremely valuable for reference, covering the audience's emotional response, understanding and interpretation of the content, and resonance with cultural elements. These rich data resources provide a basis for creators to optimize content and adjust communication strategies, so that the work can better meet the preferences and expectations of the audience.

An important feature of the concept of "integrated culture" is the embodiment of participatory culture, which emphasizes the active participation of individuals and communities in the creation, sharing and interpretation of media and cultural content. The audience is not just a consumer. The audience participates in the creation, commentary and dissemination of content through various platforms such as social media, blogs, video and audio platforms, which reflects their role as content producers to reproduce media texts. The audience discusses, dialogues, and disseminates topics of common interest in "Escape from the British Museum", which is consistent with the characteristics of "participatory culture".



Clip from 'Escape from the British Museum'

3.4 Utilizing platform characteristics: cross-media narrative enhances the depth of work dissemination

"Escape from the British Museum" was released through social media platforms such as TikTok, making full use of the advantages of instant network dissemination, so that the content can quickly reach a wide audience. The interactive characteristics of social media provide audiences with a variety of ways to participate, such as commenting, liking, forwarding, etc. These interactions not only increase the audience's emotional investment in the work, but also form a powerful network dissemination effect, allowing the work to be disseminated exponentially in a short period of time and expand the scope of dissemination. At the same time, social media has built a platform for netizens to share emotions. People interact in real time in the comment area and barrage, express and discuss their own feelings, thereby promoting the construction of an imaginary community beyond face-to-face communication, and promotingIt has stimulated the formation of audience empathy communication. [18] Immediacy ensures that the work can quickly gain attention, while interactivity deepens the audience's participation and the depth of the work's dissemination. The two complement each other and jointly promote the widespread dissemination and heated discussion of "Escape from the British Museum" on the Internet. This not only shows the unique advantages of new media platforms in improving the efficiency and participation of cultural content dissemination, but also reflects the strong demand of modern audiences for instant and interactive content consumption methods. "Escape from the British Museum" is a typical cross-media narrative. Its story content is not limited to the video series itself, but may also be extended to other media platforms, such as the blogs behind the short

drama, Weibo interactions, and related online discussions. This expansion of the story can increase the audience's immersion and provide a richer background and depth for the narrative. The cross-media narrative emphasized by Jenkins is to jointly construct a coherent and rich story world through narratives of multiple media channels. Therefore, cross-media narrative plays a vital role in the dissemination of short videos, thereby further reflecting the empathy dissemination strategy of short videos.

4.0 Application Of Empathy Communication Strategy In "Escape From The British Museum"

4.1 Cultural identity: awakening collective memory

In the new media era, cultural resonance has become one of the effective ways to build and strengthen national identity. From the perspective of communication content, excellent traditional culture is the source of national cultural confidence. "It carries abstract spiritual values through concrete material symbols. It can strengthen national cultural consensus internally and arouse value recognition externally." [19] Collective memory is a process of constructing society. It gains practical significance through the shaping of past memories and forms common values of the present. "Escape from the British Museum" aroused the Chinese people's attention and enthusiasm for cultural relics. Through the words "British Museum", "cultural relics" and "escape", it awakened the Chinese people's unique and profound collective memory. [20] "Escape from the British Museum" cleverly triggered the audience's resonance with Chinese cultural heritage through its unique narrative method, focusing on the anthropomorphic journey of the Chinese jade pot with twined branches, and thus promoted the recognition of national identity. The drama not only tells a fictional story about a cultural relic that "escaped" from the British Museum and sought to return to the motherland, but also deeply reflects the concerns and emotions of Chinese people around the world about cultural property lost overseas. This emotional resonance is not only a return to cultural roots, but also a confirmation and reinforcement of national identity. The success of "Escape from the British Museum" is partly due to its ability to inspire cultural resonance and national pride among the audience.

In the series, the personification of cultural relics not only gives vitality to static cultural heritage, but also enables the audience to experience it in a moreThe audience experienced a cultural connection across time and space through the narrative of the series, which prompted them to reflect on their own cultural roots and national identity. The story background and theme of "Escape from the British Museum" are closely related to a sensitive topic in Chinese history - the loss of cultural treasures. This is not only a touch of individual memory, but also a call for the collective memory of Chinese society. Collective memory, as a shared, cross-generational social memory, plays an important role in maintaining cultural identity and social cohesion. Through emotional resonance and plot guidance, the play activates the audience's deep memory and emotions about the loss of historical and cultural heritage, so that the audience not only as a bystander, but also as an active participant in the discussion of cultural heritage protection and inheritance.

The success of this short drama lies not only in its innovative narrative and expression techniques, but also in its effective combination of cultural identity and collective memory through empathy communication strategies, deepening the audience's understanding and recognition of cultural heritage and national history. At the same time, the audience shares their feelings through barrages while watching, which not only enhances the audience's sense of participation, but also deepens their emotional experience. Moreover, the reproduction of history helps to consolidate historical memory. The dissemination of history through digital means on the Internet can promote the formation of psychological identity and help establish a national identity system.

4.2 Emotional resonance: the use of anthropomorphic expression

In "Escape from the British Museum", anthropomorphic expression is not only an artistic technique, but also triggers the audience's emotional resonance with cultural heritage, national identity and historical memory at a deeper level. This short play uses anthropomorphic techniques to make it "dialogue in time and space" with cultural relics exhibits in Chinese museums. The appearance of cultural relics in groups, stereo sound effects and gradually accelerated editing methods are very contagious and shocking. [21] Some scholars pointed out that "Internet topic events are a new type of interactive ritual, and emotions are the fundamental driving force of Internet topic events. [22] This short play cleverly transforms a seemingly simple escape story into a search for cultural roots and a deep reflection on a sense of belonging. This emotional resonance comes not only from the anthropomorphic emotional investment in the cultural relics themselves, but also from the broader cultural and historical issues touched upon by the work.

In this process, the audience is not only a passive receiver of the story, but also becomes an actively participating empathetic subject by establishing an emotional connection with the anthropomorphic cultural relic characters in the work. This empathetic experience allows the audience to transcend the boundaries of time and space and feel the emotional bond closely linked to the history of the country and nation. In addition, through sympathy and support for the experience of the Yuhu character, the audience has a deeper understanding and understanding of the importance of cultural heritage protection.

"Escape from the British Museum" uses anthropomorphic narrative techniques to successfully focus the audience's attention on the individual stories of cultural heritage, while triggering extensive discussions on cultural identity, historical memory and heritage protection. This deep emotional resonance not only enhances the appeal and influence of the work, but also promotes the inheritance and promotion of cultural traditions. In today's digitalization and globalization, this work shows how to use new media technology and narrative techniques to The method effectively conveys the unique charm and value of Chinese culture, and provides a profound cultural experience and emotional journey for global audiences.

4.3 Public participation: Thinking about social issues

The work "Escape from the British Museum" is not only a creative attempt at cultural communication, but also a profound practice of empathy communication strategy. By individualizing cultural relics through anthropomorphism, this short play successfully transforms the audience's emotional investment into attention and thinking about broader social issues. In this process, Yu Hu's escape journey is not only a search for freedom and belonging, but also a metaphor for deep-seated social issues such as the loss and protection of cultural heritage in the context of globalization, and the identification and reflection of national identity. Through the empathy experience with the character of Yu Hu, the audience is guided to think about the meaning of cultural heritage, why they are worth protecting, and how to protect and inherit our cultural heritage in the context of globalization. This kind of thinking not only stays on the emotional connection between individuals and cultural heritage, but also extends to a deeper reflection on the belonging of cultural heritage, the protection of cultural diversity, and cultural exchanges. Through the narration of individual stories, "Escape from the British Museum" has triggered extensive public discussions on these important social issues, demonstrating the great power of empathy communication in arousing social attention and promoting public thinking.

In addition, the work also shows how art and culture can serve as a bridge across cultures and national boundaries, promoting awareness of the shared responsibility for global cultural heritage. Through empathy for Yu Hu's escape journey, the audience not only has a deep sense of identity with China's cultural

heritage, but also inspires a new perspective on the sharing and protection of global cultural heritage. This empathy-based communication strategy effectively transforms individual emotional experiences into deep reflections and discussions on a wide range of social issues, providing new paths and perspectives for dealing with issues such as cultural heritage protection and national identity in the era of globalization.

5.0 Application and inspiration of empathy communication strategy in future short video content creation

Empathy communication can help individuals better understand the feelings and opinions of others, thereby promoting mutual acceptance and respect between people from different backgrounds. Through empathy, both parties in communication can go beyond superficial communication and achieve a deeper level of understanding and emotional resonance. "Escape from the British Museum" raises the audience's attention to social issues such as the return of cultural relics by triggering empathy, which provides a good reference for the creation of short video content in the future. The rise of fusion culture has brought both opportunities and challenges to the short video industry. In order to effectively utilize these opportunities, the content creation of short videos needs to find its own positioning, establish emotional connections with the audience, enhance social awareness, enhance the attractiveness and dissemination effect of the content, and strive to build an open creation platform. In addition, the content strategy should be optimized, and the selection of content that can resonate widely, adopting a user-centered way of thinking, and integrating the collective wisdom of the audience are the key to improving its cross-media interaction ability and social influence. Only in this way can short video production maintain sensitivity and diversity in the process of content production, and bring far-reaching enlightenment and influence to the subsequent digital media and content creation fields.

5.1 Appropriate topic selection and content that fits the public

In the context of the new media era, the communication role of the media is particularly important. Among them, short videos have rapidly emerged as a popular form of communication on the Internet due to their characteristics that conform to the fragmented viewing habits of modern people. Short video The low threshold and strong communication characteristics of short videos have made it popular among many audiences, giving rise to a variety of market segments, but this has also led to uneven content quality. When consumers produce and disseminate media content, they often operate based on personal preferences and limited information at hand. Coupled with the prevalence of audience self-authorization and the failure of the review mechanism, this practice may lead to a decline in the quality of media content, thus posing a potential threat to the healthy development of integrated culture. The theme of the content is the key to making short videos, and attractive themes are the only way to make them popular. Producers need to keep up with the trend, grasp the hot spots, and pay attention to changes in public sentiment. The theme of works with strong interactivity can increase user participation and discussion enthusiasm. In order to attract more audiences to participate in the secondary creation of content, short videos should select fascinating themes. "Escape from the British Museum", the video, through the unique perspective of cultural personification, with the help of the news boom of the theft of cultural relics, attracted many viewers and promoted the empathy of short videos. This approach not only stimulates the interest of the audience, but also prompts them to comment on the video content and creatively recreate it, expanding the dissemination influence of the video.

As an emerging medium, short videos provide users with a broad space for expression and creativity, and also have strong user appeal. Therefore, the selection of short video topics should adhere to

the user-centered approach, select content that is closely connected to the public, meet user needs, create excellent works based on user interests and needs, attract user attention, continuously expand the scope of dissemination of works, and enhance the influence of works. "Individuals' recognition and opinions on a short video will spread along with sharing behavior, and individuals based on common opinions will gradually form an empathy group." [23] Short video users are both recipients and disseminators, and enjoy extensive rights. They can interact highly with short video creators. Short video creators should choose appropriate content and themes to convey their creative ideas based on the characteristics of the audience, and also make full use of the empathy communication strategy of short videos to arouse the audience's emotional resonance and promote the further dissemination of their works.

5.2 Enriching narratives and audience interaction and participation

In order to tell a fascinating story, whether it is a traditional long play or a micro short play, a strong script and narrative skills are indispensable. However, a common problem facing micro-short dramas is the lack of sufficient narrative depth, which makes the audience often prefer traditional TV dramas with more complete narrative structures and more coherent plots. The narrative of micro-short dramas is usually shallow, and the story line jumps, which makes it difficult to leave a lasting impression on the audience. For example, the plot connection between the end of each episode and the beginning of the next episode of "Escape from the British Museum" is insufficient, which may make the audience think that they have missed an episode, which is harmful to the formation of a coherent memory structure. This unsmooth transition is easy to cause confusion to the audience and affect the overall viewing experience.

Micro-short dramas must maintain the narrative rhythm and make up for their shortcomings in narrative through innovative interactive models and rich narrative techniques. Because micro-short dramas are limited in content per episode due to the limitations of the series and time, they need to present the complete story outline to the audience in a short period of time to avoid the dispersion and procrastination of the plot.

In today's media environment, convergence culture reflects the trend of audiences changing from passive recipients to active participants. This change completely reshapes the mode of media production and consumption, which is also a positive audience theory. "Participation" is the integration of individuals into a certain situation, "sense of participation" emphasizes the integration of the audience as an individual into the scene, and "interaction" is the relationship between subjects, emphasizing more on the dialogue between subjects. In order to enhance the sense of participation and interaction of short video audiences, the use of interactive tools such as comments and barrages to supplement background information and plot summaries can not only deepen the audience's understanding of the story, but also enhance the audience's participation, thereby optimizing the narrative logic and improving the overall viewing experience.

5.3 Deepen cultural identity and inherit traditional culture

In the context of the new media era, empathy as a means of communication aims to maximize the acceptance and communication effect of mainstream values. As a concrete manifestation of the communicator's ideas, the construction of short video content needs to be closely centered on the core socialist values, so as to stimulate the emotional resonance of the audience and promote the construction of a community of shared future for society. In the face of the collision of values and ideas in a multicultural context, emotional resonance has become a key link in promoting the formation of value identity. Empathy communication is not aimed at simply catering to audience preferences, but at clearly expressing positions

and values in content creation, so as to promote the acceptance and recognition of information. One of the key points of short video empathy communication is that the creative concept it conveys is deeply consistent with the values conveyed by the current society, achieving the value consensus between the communication subject and the receiving subject, and triggering strong emotional resonance. In China's current era of media convergence, the top-down media convergence strategy of mainstream media and the bottom-up self-empowerment behavior of the public, a two-way dynamic interactive behavior, jointly promote the integration and development of culture, which has an important impact on shaping cultural identity and promoting traditional culture.[24]

The formation and development of converged culture is achieved through conflict, negotiation and consensus between user-generated content (UGC), original content (OGC), and professionally generated content (PGC). The empowerment and empowerment of technology allow netizens to enjoy a wider freedom of expression, resulting in UGC as a spontaneous growth of culture. At present, many emerging media obtain economic benefits by disseminating information, providing personalized content, and attracting users' interactive participation, but traditional media still bear important responsibilities such as producing public cultural products, spreading mainstream values, and shaping national cultural identity. Through these means, they help the public maintain emotional connections with national culture and influence the public's social cognition and behavioral attitudes. To promote the development of integrated culture in the right direction, the most important thing is to promote media integration to convey mainstream values and adhere to the correct public opinion orientation.

Short video creation should focus on profound intentions and emotional warmth, and integrate family and country feelings into the narrative of culture and cultural relics, so as to awaken the audience's recognition of Chinese culture and values. "Escape from the British Museum" makes cultural relics "alive" through anthropomorphic techniques, which not only successfully arouses the audience's interest and love for Chinese cultural heritage, but also strengthens national cultural identity. It cleverly combines cultural stories with collective memory, and awakens the public's resonance with past cultural memories by telling the historical stories behind each cultural relic, further promoting cultural inheritance. At the same time, by showing the journey of cultural relics in search of belonging, this short video conveys the mainstream values of cultural pride, respect for history and protection of cultural heritage, providing the audience with profound moral enlightenment and thinking.

As a highly influential communication platform, short video creators can draw inspiration from it and creatively combine cultural elements and modern narrative techniques to enrich the artistic expression of content. At the same time, creators should also follow the rules of the news industry and social ethics and regulations, assume corresponding social responsibilities, improve their media literacy and professional level, adhere to the correct cultural value orientation, go deep into the grassroots and the masses, and the works should conform to mainstream values and avoid excessive entertainment; deepen cultural identity in the process of dissemination, arouse the collective memory of the Chinese nation, and actively inherit excellent traditional culture, so as to improve the quality of short video content and the depth of dissemination.

6.0 Conclusion

In the contemporary society where the process of digitalization and globalization is accelerating, short videos, as an emerging media form, have become an important platform for information dissemination and cultural exchange. With the explosive growth of the number of users on short video platforms, the speed

and scope of information dissemination have expanded unprecedentedly, but at the same time, it has also brought about problems such as uneven content quality and distracted audience attention. In such an environment, stimulating the audience's emotional resonance through empathy communication strategies can effectively improve the attractiveness and retention of content and help high-quality content stand out.

This study conducts a content analysis of the empathy communication strategy of short videos in the context of integrated culture, and introduces the case of "Escape from the British Museum". It is a good example of the application of empathy communication strategy in short videos. Through a detailed analysis of this work, the study finds that through clever narrative techniques and emotional stimulation, short videos can cross cultural barriers, reach a wide audience, and stimulate the audience's emotional resonance, thereby achieving the purpose of deepening cultural identity, enhancing collective memory, and spreading mainstream social values. Based on the experience of studying the successful dissemination of "Escape from the British Museum", this study provides a role path for the empathy communication of short videos in the future, which provides reference significance for short videos to enhance the cultural value and social influence of communication media in the future. However, this study still has many shortcomings and room for further research. For example, the study mainly relies on qualitative analysis and may lack quantitative data to support its conclusions; and empathy, as a complex emotional and cognitive process, may have different mechanisms and effects in different audiences, and the study may not fully explore this complexity, especially in the context of cross-cultural communication. Based on these research limitations, future research can adopt multiple research methods and detailed audience analysis, so that we can more accurately understand and apply empathy communication strategies, and provide an effective way to enhance cultural identity and promote cultural exchange for short video content creation.

In summary, this study provides an empirical basis for understanding and using short videos as a new media tool for cultural identity and value shaping. We expect that future research can further expand the theoretical and practical boundaries of this field and provide more possibilities for promoting cultural identity, conveying mainstream values, and inheriting excellent traditional culture.

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