Vol.5 Iss.8 2024
Communication & Education Review
https://doi.org/10.37420/j.cer.2024.105

Media-based Cultural Tourism: A Study on the Motivation and Countermeasures of Highly Popular Cultural Tourism Officials' Short Videos from the Perspective of "Goodwill Media"

Dong Ruonan*
School of Business, Shandong Jianzhu University, China
***Corresponding author E-mail:1760316294@qq.com**

Abstract:
With the rise of the Castor-style network society, some government cultural and tourism officials, in order to further promote the development of the local cultural and tourism industry, make use of short-video platforms such as Jittery Voice to produce and release cultural and tourism short videos, which triggered the attention of the majority of users and discussions, so that the local cultural and tourism to achieve the "broken circle". In this paper, from the perspective of hostile media theory, we study the reasons for the high popularity of officials' cultural tourism videos. In terms of research methodology, the content analysis method is adopted, and the degree of goodwill is downgraded into five dimensions: affinity of officials' image, affinity of music style, personalized degree of local image, creativity of content planning, and interactivity of video, and video samples are selected through judgemental sampling to confirm the correlation between the degree of goodwill and the hotness of officials' LCS short videos. Finally, it is confirmed that officials' image, music style, personalization of local image, and creativity of content planning are positively correlated with the degree of popularity, and a path to increase the popularity of officials' cultural tourism short videos is proposed based on the relevant data and the data of unrelated studies.

Keywords:
hostile media, short cultural and tourism videos, official image

1 Introduction

Ganzi, Harbin, Zibo, Henan, and other places are in full swing of urban cultural tourism. In previous years, the image of the government was mysterious and serious. However, we observe that government officials, including the director of Ganzi Culture and Tourism Bureau, have changed their serious image and started to shoot short videos of ancient style to promote local cultural and tourism characteristics and tourism policies, which has had a good effect of promoting the development of local cultural and tourism industry. This paper introduces the theory of hostile media effect to study the reasons for the high popularity of these officials' short videos on cultural tourism, and based on the data and results of the study, it provides some countermeasures and paths for the future publicity of officials' cultural tourism, so as to promote the development of cul-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

tural tourism industry in various places to transform from "net celebrity" to "long popularity".

2 Literature review

2.1 Hostile media theory

After the hostile media theory was put forward by American communication scholars Warren, Ross, and Lepp in 1985, it attracted great attention from scholars at home and abroad and achieved more research results.

Scholar Gunther.[1] Starting from the theory itself, it is stated that the hostile media effect is an indirect media effect based on audience perception, and the object of study is not the media content but the audience's perception of the media content. Scholars Choi etal.[2] Complemented the theory in the field of audience perception by studying the authenticity of the Iraq war coverage with an internet journalism perspective. Abreu etal.[3] Complemented the theory in the field of cross-media journalism by examining the credibility of traditional media, emerging media, and social media by comparing the effects of different media. Gunther, Christen etal.[4] proposed "relatively hostile media" by studying social events that are somewhat political or controversial.

Liu, Sun etal.[5] Combined the actual phenomenon of the emergence of a large number of opinion leaders in China's new media with the theory of hostile media, and put forward the idea of the marginal intervention of opinion leaders in the study of hostile media effects. Song Jia etal.[6] Combined the phenomenon of opinion spreading in China's social media with the hostile media theory and put forward the relevant influences and factors affecting the audience to produce hostile cognition in social media. Ma Haijiao and Ma Erwei[7], combined the online expression behavior of users in China with the hostile media effect, pointing out that the stronger the hostile media effect perceived by users, the more likely they are to choose online expression with aggression.

However, this theory does not explain how the audience will react if the media content is consistent with their own attitudes, so further research is needed. Therefore, this paper will propose the concept of "Goodwill Media Theory" on this basis. Goodwill media theory means that when the audience perceives that the media reports and propaganda are consistent with their own attitudes, the audience will think that the content of the report is favorable to them, and they will consider the media to be goodwill to them.

To sum up, most of the research on hostile media by scholars focuses on war, politics, network public opinion, user expression, and so on. However, the research on China's cultural and tourism propaganda does not involve the use of hostile media. Instead, this paper takes the innovative theory of "hostile media" as a research perspective to explore the effect of China's cultural tourism short video propaganda.

2.2 The phenomenon of short video campaigns for cultural and tourism officials

The phenomenon of short video publicity for cultural and tourism officials has attracted research from multiple perspectives in the domestic academic community. Sun Meiling and Wang Qianying [8] conducted a more detailed study of official cultural and tourism publicity from the aspect of marketing communication,

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

pointing out that interactive dialogue and synergistic communication among local government, media, and the public can maximize the communication effect, and that the marketing communication of cultural and tourism short videos should be expressed locally and used on a regular basis. Lu Juan etal.[9] Research on grassroots cadres' promotion of rural tourism from the aspect of communication strategy shows that the government and grassroots cadres synergize and use intelligent technology and other ways to enhance the effectiveness of rural tourism short videos. Ye Yong etal.[10] conducted a detailed study on the short videos of the director of culture and tourism "out of the circle" from the aspect of content presentation, and the study showed that this phenomenon presents the positive effects of attracting flow, shaping shape and improving quality brought by the promotional characteristics of the subject's personification, the special features of visual symbols, and the synergism of creation and operation.

However, although these studies have been carried out from the aspects of content presentation, marketing operation, etc., the research from the perspective of the theory of this paper is vacant. Therefore, this study has the theoretical significance of expanding the outreach of hostile media theory, as well as the practical value of promoting cultural and tourism publicity to better empower the development of the tourism industry.

3 Research methods

3.1 Research questions

In this study, the variable "degree of goodwill" is reduced to five dimensions, including the degree of friendliness of the official image of the short video, the affinity of the music style, the uniqueness of the local image, the degree of creativity of the content planning, and the interactivity with the viewers, and the variable "hotness" of the cultural and tourism short video was reduced to the number of likes, retweets, and rebroadcasts of the individual cultural and tourism short video.

Q1: What are the characteristics of the hot cultural and tourism short videos in terms of officials' image, music style, local image, content curation, and interactivity?

Q2: Is there a correlation between officer image, music style, local image, content curation, and interactivity in the hotter cultural and tourism short videos?

3.2 Content analysis method

3.2.1 Assumption building

Based on the research questions, the corresponding hypotheses are presented here:

H1: What are the characteristics of the hot cultural and traveling short videos in terms of officials' image, music style, local image, content curation, and interactivity?

H1a: The hotter short videos on cultural tourism show a more friendly image of the officials.

H1b: Hotter short videos of cultural traveling, with a more intimate style of music used.

H1c: Hotter cultural and tourism short videos with a more unique image of the place constructed.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

H1d: Hotter short videos on cultural tourism, presenting more creative content.

H1e: Hotter cultural and traveling short videos that focus more on building interactivity with viewers.

3.2.2 Sampling methods

This hypothesis corresponds to the study of short promotional videos of cultural and tourism officials.

First, we conduct a representative sampling of the media in this category, and the Jitterbug short video platform was chosen for this study. The reason for choosing it is that Dou Yin is the most influential short video platform, and its daily active users are much higher than other short video platforms. Most of the cultural and tourism officials have established their accounts by joining Dou Yin, producing and releasing short videos for cultural and tourism promotion, and have gained a lot of attention, so it is highly representative.

Secondly, through the key sampling method, the author selects five key cultural and tourism officials' short video accounts, namely, "Secretary Xie will take you to Suizhou, Ganzi Cultural and Tourism Director Liu Hong, He JiaoLong, Silly Dudu DuBo, and Daofu Cultural and Tourism Director JiangZeDuoJi", for the following reasons first, because these accounts have official cultural and tourism official certification information and related qualifications, secondly because these accounts have explosive content, their cultural and tourism publicity short video more influential and representative.

Finally, after selecting the short videos with the highest combined number of likes, comments, and retweets in each account, and removing the short videos with a much lower sum of likes, comments, and retweets from homogenized short videos within the account, ten more representative and differentiated cultural and tourism short videos are selected as the research samples.

Table 1 Coding table

account name		**Director Xie takes you on a tour of Suizhou**	**Liu Hong, Director of Ganzi Culture and Tourism**	**He Jiao Long (1934-1968), Chinese-American psychiatrist**	**Silly doodle, Dobo.**	**Daofu Culture and Tourism Director Jiangze Dorji**
Number of fans		322 thousand	2.479 million	5.298 million	1.111 million	94 thousand
Short Video Themes	singing and dancing					
	storyline					
	be well-regarded					
	gourmet food					
Short video heat	Number of Likes					
	number of forwards					

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Short video goodwill level	Affinity of officials' image	1 not performed	2 One point.	3 General	4 Higher	5 very high
	Musical Style Affinity	1 not performed	2 One point.	3 General	4 Higher	5 very high
	Creativity in content curation	1 Unperformed (fixed camera position, random shot planning)	2 A little bit (some camera transitions, rough editing planning)	3 Average (more natural camera transitions, some planning, rough editing)	4 Higher (natural camera transitions, differentiated planning, and design, smooth and natural editing)	5 very high (natural and beautiful camera transitions, very innovative planning, very strong visual impact of editing)
	Degree of persona-lization of the local image	1 Not shown (characters take up most of the video, local features not shown)	2 There is a little bit of everything (characters dominate the video, local features serve as backdrops)	3 Average (characters as embellishments, local features presented in a raw manner)	4 Higher (Characters become natural presentations of local features, local landscapes, and other features)	5 Very high (characters serve to present local features, local features are highlighted and accentuated)
	interactive	1 Non-performance (no interaction of any kind with users)	2 One point (viewing and liking user comments, responding to no more than 5 comments, and responding in a harsh manner)	3 General (likes user comments, replies to 6-10 comments, more colloquial replies)	4 Higher (more than 10 likes, replies to user comments, and lively replies with the use of emoticons)	5 very high (more than 10 likes and replies to user comments, lively and friendly replies, invitations to invited users in the form of comments and videos, introduction of local tourism incentives)

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Table 2 Correlation coefficient matrix

	Friendliness of Officials' Image	Musical Style Affinity	Degree of personalization of the local image	Creative content curation	interactive	popularity
Affinity of officials' image	1					
Musical Style Affinity	-.124	1				
Degree of personalization of the local image	-.034	.226	1			
Creative content curation	-.341*	.117	.304*	1		
interactive	-.145	-.082	-.199	-.072	1	
popularity	.098	.379**	.165	.226	-.530***	1

4 Analysis and discussion

4.1 Dimensionality reduction and parsing the goodwill level of high-heat cultural and tourism videos

In the high popularity of officials' short videos on culture and tourism, the images of many officials are very affable. For example, in some short videos of culture and tourism with high likes, high retweets, and high comments from accounts such as "Liu Hong, Director of Ganzi Culture and Tourism" and "He Jiaolong", the officials are dressed in local specialty clothes and face the camera with friendly expressions, language, and movements, showing a friendly official Image. Research data show that the degree of the friendliness of the official image is positively proportional to the hotness of the short video, so the friendliness of the official image can heat up the cultural and tourism short video.

In high-profile officials' short videos on culture and tourism, the music style of the videos is very friendly. For example, in some high-profile cultural tourism short videos of official accounts such as "He Jiaolong" and "Silly Dudu Du Bo", music clips with local characteristics of tones and tones and some stories about local history and culture are used, and the very affinity music style quickly draws in the psychological distance with users. The high-affinity music style quickly draws in the psychological distance with users and attracts them to stop and watch. Data research shows that the degree of friendliness of music styles in cultural tourism videos is positively proportional to the hotness of short videos, therefore, friendly music styles can heat up cultural tourism short videos.

In the highly popular official culture and tourism videos, the local image of the place is shown with great

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

characteristics. For example, in the high-profile Literature and Tourism videos of officials' accounts such as "Daofu Culture and Tourism Director Jiang Zeduoji" and "Ganzi Culture and Tourism Director Liu Hong", the characteristic local image of Daofu in western Sichuan Province is shown by focusing the camera on the residential houses, national costumes and special scenery of Daofu. Image. Data research shows that the uniqueness of local images is positively proportional to the heat of short videos, so focusing on the presentation of local image characteristics can heat up short videos on culture and tourism.

With the high popularity of culture and tourism short videos, the planning of video content is very creative. For example, in the culture and tourism short video of the official account of "Daofu Culture and Tourism Director Jiang Zeduoji", creative elements such as "Super Mario", "Captain Jack" and "World Cup Football" are incorporated. World Cup football" and other creative elements, and through a variety of camera language and exquisite fabrication to show the cultural tourism scenery and residential characteristics of Daofu culture. According to the research data, the creativity of cultural and tourism video content planning is positively proportional to the heat of the video, so improving the creativity of video content planning can heat up the cultural and tourism short video.

4.2 Relational analysis of video goodwill and hotness of cultural and tourism short videos

4.2.1 Analysis of the Role of Goodwill in Officials' Cultural and Tourism Short Video Videos

Firstly, the affinity of officials' image is an important embodiment of the degree of goodwill of cultural and travel videos, and relevant data research shows that the degree of the friendliness of officials' image is positively correlated with the degree of popularity of short videos, and the friendlier the officials' image is, the higher the degree of popularity of short videos is. Therefore, officials can make impression modifications in clothing, expression, words, etc., to construct a mild and friendly official image and improve the popularity of cultural and tourism short videos. Specifically, in terms of clothing styling, officials can wear local special costumes or play the role of famous local characters and things, etc., which can cause emotional resonance of the users, and pull in the psychological distance with the users; in terms of expression and discourse expression, officials can make use of the network "fans" to introduce the local culture, history and natural scenery, and present a humorous style of expression. In terms of expression and discourse expression, officials can introduce the local cultural history and natural scenery through discourse construction and secondary creation, presenting a humorous and interesting official image and dissolving the distance with users; at the same time, in the culture and tourism short video, officials can present the images of experiencing the local tourism projects, visiting the culture and tourism-related enterprises, and also display the officials' participation in the local "non-heritage dance" and other special cultural activities and the "village super", "park super", "park super", and so on. At the same time, it can also show officials participating in local cultural activities such as "non-heritage dance" and sports programs such as "village super" and "ping-pong in the park", so as to construct a friendly and affable image of the officials from the perspective of civilians and increase the popularity of the culture and tourism short videos.

Secondly, the music style of officials' cultural traveling short videos reflects another important element of

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

the degree of goodwill, and the affinity of the video music style is positively correlated with the popularity of the short videos, and the more affinity of the music style used, the higher the popularity of the short videos. Therefore, in officials' cultural and traveling short videos, they should try to choose music clips with affinity. For example, the cultural tourism video can use some music clips that are known to the public and match the style of its own cultural tourism video, and it can also use some ethnic music and sound effects that express the local cultural characteristics, etc., so as to quickly pull the user into the scenery and history and culture presented in the cultural tourism video. On the other hand, the music clips used in the official culture and tourism short video should be compatible with the video plot story, enhance the infectiousness and interestingness of the plot, trigger the emotional resonance of the user, and increase the popularity of the culture and tourism short video.

Thirdly, the personalization of local images in Literature and Tourism short videos is also an important yardstick for measuring the degree of goodwill. The degree of personalization of the local image is positively correlated with the popularity of the video, and the higher the degree of personalization of the local image presented in the official cultural tourism video, the more popular the video will be. Therefore, the content promotion of officials' cultural tourism short videos should reflect the characteristics of local images, attract users to stop and watch, and increase the popularity of short videos. Specifically, cultural tourism videos can show characteristic local festivals, unique local houses, clothing, scenery, food, and so on. Culture and tourism short videos focus on the local "non-heritage culture", "red cultural resources", ceramics, and other "special crafts" presentations. At the same time, the officials of the cultural tourism short video to minimize the appearance of irrelevant characters time, to present the local characteristics of the focus, to avoid the cultural tourism promotional short video shooting into the situation of "personal portrait", which caused the user's aversion. As a result, the cultural tourism video should show the special scenery, food, culture, etc., to stimulate the user's willingness to travel, and increase its popularity.

Fourth, the creativity of content planning in officials' cultural traveling short videos is also an important reflection of the degree of goodwill of the videos. The degree of creativity in content planning is positively correlated with the popularity of officials' short videos on cultural tourism, and the higher the degree of creativity in the content planning of officials' videos on cultural tourism, the more popular the videos will be. Therefore, the content planning of officials' cultural tourism short videos should incorporate creative elements to attract users to watch and increase the video's playback, likes, and forwards. Specifically, in terms of discourse expression, culture, and tourism videos can be innovative on the network "mystery", the culture and tourism content publicity and network "mystery" combination, to build a local "Erbin", "Zibo barbecue" and other characteristics of cultural symbols, and through the mobile interactive network of "viral transmission" to reach the user, enhance the user's impression of the video; can also be through the modern elements such as rap and local traditional cultural elements combined to attract young users to watch and spread. It is also possible to combine modern elements such as rap with local traditional cultural elements to attract young users to watch and disseminate. On the other hand, in terms of content selection, it is necessary to make good use of the red cultural tourism resources of "Xibaipo" and "Shanbei" to tell the historical stories of the Chinese revolution and China's construction, so as to increase the emotional thickness of the video to trigger the resonance of the users and improve the popularity of the video. Popularity of the video. Finally, in terms of visual presentation, the official culture and tourism video adds creative elements in character modeling, content editing,

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

etc., and uses a variety of filming techniques such as drone aerial photography and time-lapse filming to comprehensively display local scenery and cultural characteristics, for example, by enhancing the lens transition, incorporating special effects, and fine-tuning the clothing and chemical paths to enhance the video's content creativity, and to attract users to like the video and comment on it.

4.2.2 Analysis of the interaction of elements of goodwill level of officials' cultural and tourism short videos

First of all, the affinity degree of music style is positively correlated with the degree of personalization of the local image, the higher the affinity degree of music style, the stronger the degree of personalization presented by the local image. Therefore, officials' cultural tourism short videos can use some music with their own local characteristics and national characteristics, which are naturally affinity, making the local image characteristics in the video more significant. Specifically, officials' cultural tourism short videos can use some music that the public is familiar with and whose lyrics tell stories about local culture and history, as well as music clips with local national characteristics and styles, such as sound clips of Chinese 2-string fiddle, Chinese lute, drums, and other national instruments. On the other hand, some music styles combining local characteristic music and modern popular music can be applied in the officials' cultural and tourism short videos, which not only ensures the local characteristics, but also enhances the affinity of the music style and arouses the interest of young users, and ultimately makes the synergy between the local image featured images and affinity music in the video, which highlights the local image characteristics in the officials' cultural and tourism short videos even more, and improves the popularity of the videos,. To stimulate users' willingness to travel.

Secondly, the affinity degree of music style is positively correlated with the content planning creativity of officials' cultural traveling short videos, and the higher the affinity degree of music style, the stronger the creativity of the content planning of short videos. Therefore, the official cultural tourism short video can use background music with high affinity to highlight the creativity of the video content planning, and the two synergistically cooperate to improve the popularity of the cultural tourism video. Specifically, officials' cultural tourism short videos should try to choose a music style that can cause users' empathy and accentuate the atmosphere of the video screen, and they can also choose to incorporate unique sound effects, for example, in the cultural tourism short video with the theme of scenery presentation, wind bells, wind, waves, and animal voices are incorporated to increase the creativity elements of the video content planning, and ultimately increase the popularity of the cultural tourism video.

Finally, the personalization of local images is positively correlated with the creativity of content planning, and the stronger the degree of personalization of local image presentation, the stronger the creativity of content planning. Therefore, the official cultural tourism short video should hold on to the characteristics of the local image, and take the presentation of local characteristics as the focus of the video content to expand the creative elements of content planning. Specifically, in terms of content presentation, local cultural sites, special scenery, etc. can be displayed by strengthening the contrast between history and the present, the contrast of the changing seasons, and other expressions. On the other hand, in the presentation of the characters, the styling of the officials should also highlight the local cultural characteristics, for example, they can wear the local national characteristics of the dress, use the local unique language, and so on. Meanwhile, in terms of video content selection, the most representative and unique landmarks such as "Harbin Ice and Snow World"

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

and "Tianshui Spicy Hot Pot" or activity scenes should be selected, and synergized with appropriate creative camera language and editing rhythm to enhance the visual appeal of the video and improve the content of the video. It is also synergized with appropriate creative camera language and editing rhythm to enhance the visual appeal of the video and improve the creativity of the content planning of the short video. As a result, cultural and tourism short videos should provide inspiration and creative elements for video content planning by amplifying the characteristics of local images, so as to enhance the creativity of the videos.

4.3 Paths to increase the popularity of officials' cultural and tourism short videos

4.3.1 Introducing diversified storylines and changing homogenized content presentation

After studying the data, it is shown that there is no correlation between the friendliness of officials' images and the creativity of content planning. This indicates that in cultural tourism videos, the presentation of many videos tends to follow a fixed pattern and presentation method, for example, most of the officials construct their image and present their content through cross-dressing, song and dance, which lacks creativity, and the problem of content homogenization of cultural tourism short videos may lead to aesthetic fatigue and emotional avoidance of users, which is not conducive to increasing the popularity of cultural tourism videos, and abating the user's local tourism enthusiasm, and is not conducive to cultural and tourism promotion. Therefore, when presenting the friendly image of officials in cultural tourism short videos, diversified stories and plots can be introduced to innovate the narrative mode of the content, and with the help of plots, lines language, etc., the friendly and humorous image of officials can be constructed. At the same time, innovation in audio-visual language, changes the fixed mode of official image construction mode, through unique shooting, and editing to give the video a unique audio-visual experience, enhance the creativity of the content planning, dissolve the shortcomings of video homogenization, increase the enthusiasm of the users to watch, comment, forward, and stimulate the user's willingness to travel.

4.3.2 Innovative video interaction design to help users solve practical problems

After researching the data, it is shown that video interactivity and popularity in no correlation. It shows that the cultural travel short videos want to establish in-depth interaction with users, but if users are not willing to participate in the interaction, the interactivity will not be translated into the popularity of the video. In most of the official cultural tourism short videos, the interactive design is often in the comment area to frequently reply to the user's questions, suggestions, etc., this form of interaction is too much and will be easy to make the user fatigued and burned, and over time, it will make the user to watch the video, forward the video to participate in the willingness to participate in the promotion of culture and tourism is weakened. The lack of user interest, and flexible and natural interaction design in the official cultural tourism short video, it difficult to mobilize the enthusiasm of users to participate in the interaction, which is not conducive to improving the heat of the cultural tourism short video. Therefore, officials' cultural and tourism short videos should strengthen the interactive design, which can optimize the interactive experience of users by setting cultural knowledge quizzes, lucky draws, voting, and other forms.

On the other hand, it can also be used to collect users' suggestions and opinions, officials to supervise the rectification and problem-solving, respond to users' concerns, and present the results of the problem through

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

short videos, such as helping users to solve the hotel price opacity, meals temporary price increase and other tourism chaos, to form a benign and effective interaction. Finally, in the text of the cultural and tourism short video, you can encourage users to upload videos, photos, text, etc., of what they have seen and heard on their trips to the local area, special scenery, special food, etc., by initiating relevant topics, and this kind of interaction not only does not affect the user's experience of watching the video but also enables the user to participate in cultural and tourism publicity, which is conducive to improving the popularity of the official's short video on cultural and tourism.

4.3.3 Integration of the official's image with the video style to enhance the visual impact of the video

There is no correlation between the friendliness of the officials' image and the creativity of content planning. This means that in official cultural tourism short videos, the friendliness of the official's image is the key element to increase the popularity of the video, and even if the content planning creativity is very contagious, the audience's perception may be negatively affected due to the official's image not being shown as friendly enough. Therefore, in cultural and tourism short videos, the creativity of content planning should be matched with the friendly image of officials in order to reach the best communication effect. Specifically, in terms of video theme, the construction of the official image should be naturally integrated with the theme of content planning, for example, in the cultural tourism short video promoting local food, the image of officials with a sense of friendliness and a good understanding of local food should be constructed, which is more likely to resonate with the users.

On the other hand, in the visual design of the video, it is necessary to make the friendly image of the officials match the overall creative style of the video, through the "national costume", "ancient clothes" and other official clothing styling, the official is located in "snowy mountains ", "grassland", "bazaar" and other scenes, video tone, etc., to create a natural and harmonious visual effect, enhance the video's infectiousness, attractiveness, and increase the popularity of the officials' cultural tourism short video.

5 Summary and reflection

In terms of theory, the theory of hostile media is developed from the theory of hostile media, but it is still immature as a newborn theory, and there are still many aspects that need to be improved, for example, whether its applicable scenes can be broadened. In terms of analysis, this study has analyzed the high-heat culture and tourism short videos only from the aspect of content and lacks technical, political, and economic reasons such as data push, policy assistance, financial investment, etc. The development of the culture and tourism industry is a combination of many factors and multiple subjects. In the future, the research can be further expanded from these three aspects to better promote the dissemination of cultural tourism videos, and stimulate the local cultural tourism industry to further empower the economic construction and Chinese-style modernization advancement.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

References

[1].Gunther A.C & Storey J.D. (2003). The Influence of Presumed Influence, Journal of Communication, (53), 199-215.

[2].Choi, J., Watt, J. H., & Lynch, M.(2006).Perceptions of news credibility about the war in Irag: Why war opponents perceived the Internet as the most credible medium? Journal of Computer- Journal of Computer-mediated Communication,12(1), 209-229.

[3].Ardèvol-Abreu, A., Gil De Zúñiga, H.(2017).Effects of Editorial Media Bias Perception and Media Trust on the Use of Traditional, Citizen , and Social Media News, Journalism and Mass Communication Quarterly, 94(3), 703-724.

[4].Gunther A C, Miller N, Liebhart J L.(2009).Assimilation and Contrast in a Test of the Hostile Media Effect,Communication Research,36(6), 747-764.

[5].Liu Suan, Fang Minghao.(2013).Localized Interpretation of Hostile Media Effects: Application and Expansion, Journal of Culture,(03), 139-144.(in Chinese).

[6].Song Jia, Sun Zike.(2017).Hostile Media Perception and Artificial Risk Guidance in Micro-Media Opinion Communication - An Analysis Based on Cognitive Communication Perspective, Contemporary Communication,(03), 77-78.(in Chinese).

[7].Ma Haijiao, Ma Erwei.(2018).A study on the relationship between audience involvement, hostile media perception, and online expressive behavior, Journalism and Communication Review, 2018,71(04), 58-69.(in Chinese).

[8].Sun Meiling, Wang Qianying.(2021). Multiple Interactions among Government, Media and Public: An Analysis of Marketing and Communication Strategies of Political Short Video - A Case Study Based on Ding Zhen's Popularity, Journal of Beijing University of Aeronautics and Astronautics Social Science Edition,34(02), 46-52.(in Chinese).

[9].Lu Juan, ZHANG Chuxin, LIU Jialin.(2022). Exploration of Communication Strategies of Short Video Empowering Grassroots Cadres to Promote Rural Tourism - A Field Observation Based on Shake, China Journal of Radio and Television,(12), 121-124.(in Chinese).

[10].Ye Yong; Wu Yijun.(2023). Characteristics, Effects, and Strategies of Short Video in Promoting Local Culture and Tourism: An Analysis Based on the Short Video of the Director of Culture and Tourism "Out of Circle", China Radio and Television Journal,(10), 129-133.(in Chinese).

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)