



The style of short video of clothing propaganda of Yi nationality in China

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Abstract

Sichuan Liangshan Yi Autonomous Prefecture is the largest settlement of the Yi ethnic group in China and it is considered as a birthplace of Chinese culture. Clothing of the Liangshan Yi people is a fascinating and visually stunning product of their culture. It consists of a solemn style, exquisite decorations, and impressive craftsmanship which make it valuable aspect of minority nationality culture worthy of inheritance. However, in recent years, in our daily life show a decline less attention to the Yi people's clothing. In the digital age, captivating the audience attention is crucial. To achieve this, consider creating high-quality promotional videos. We can analyze 100 existing Yi video promotions to understand their characteristics. and then do a comparison research. After examining its qualities, the author did a comparison analysis of likes, collections, and comments, comparing the advantages and disadvantages of these shortsighted videos, and selecting 30 superb videos one at a time to analyze their type characteristics. Finally, the types of videos ideal for Yi People's apparel marketing: original display type, cross-dressing type, appearance type, education type and retro DV type, these five types of videos can bring more attention to the promotion of Yi People's clothing, so that Yi people's clothing culture is better passed on.

Keywords: *Yi People, Yi People Clothing, Network Propaganda, New Media Dissemination, Short Video, Yi People Clothing Video Style*

1. Introduction

The Yi people boast a rich and diverse culture, with unique products that hold undeniable market appeal. However, promoting these products online currently faces challenges. Firstly, the limited number of relevant promotional videos fail to meet consumer curiosity and demand for Yi culture. Secondly, the inconsistent quality of existing videos hinders audience engagements and struggles to cultivate appreciation for the Yi products. Belanche, D, Cenjor & Perezrueda, A (2019) Instagram stores versus Facebook wall research suggests that dynamic video advertisements can produce better advertising results than static text and image ads. For example, it can make the audience of advertisement have higher arousal and stronger memory. As Zheng Yingyue (2022) highlights in their research on short video advertising communication, short videos are served as a powerful advertising tool within new media platforms. Their easily digestible format broadens dissemination and allows for high-frequency promotion. Therefore, harnessing the power of effective short videos can significantly promote the spread and development of the Yi culture. By creating compelling content, we can raise awareness and cultivate a love for the Yi products among a wider audience.

Challenges in promoting the Yi People's clothing on Douyin, a preliminary examination of Douyin, China's leading short-video platform, reveals a lack of effective promotion and sales strategies for the Yi people's clothing. To illustrate, two video creators were selected for analysis: "Yi Rhyme in Liangshan" and "Yi Man-Made Objects." (1) the Yi Rhyme in Liangshan: This creator employs a relatively simplistic approach by solely showcasing the Yi clothing on screen, neglecting the potential for creating visually appealing and engaging content. Their follower count is approximately 5,500, and (2) the Yi Man-Made Objects: In contrast,

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this creator utilizes more novel and visually striking imagery, attracting a significantly larger following of 349,000, making them the most popular publisher of the Yi clothing culture on Douyin. However, as Liu Yun (2023) suggests, effective short-video advertisements draw upon various elements like compelling text, engaging characters, captivating storylines, and appropriate background music. This creative combination allows the content to resonate with people through numerous characteristics, such as humor, entertainment, or cultural discovery, resulting in a more rewarding viewing experience. Unfortunately, the majority of the Yi clothing videos on Douyin primarily follow the simplistic style adopted by "Yi Rhyme in Liangshan," lacking the necessary creativity and engagement to capture viewers' attention. Consequently, these videos struggle to garner clicks, likes, and follower development, impeding online promotion attempts for Yi people's items. In conclusion, the growth of online video and its significance in Yi clothing culture. The rapid development of the internet has revolutionized information access, making online platforms become more crucial for cultural dissemination and brand image building. As Long Wenwu (2022), one Yi scholar specializing in media studies, highlights in his recent work, "The spread of the Yi Clothing in Short Videos", online video is a booming medium, urging the use of technology to popularize minority cultures. The Yi clothing culture, a treasure of China's national heritage, needs to adapt to the times. By harnessing the power of online promotional videos, this culture can reach a wider audience and cultivate appreciation. Vivid and engaging video presentations can effectively convey the unique charm and rich history of the Yi clothing, igniting interest in the Yi culture and fostering a desire of exploration. Further supporting this notion, Itsarate & Dolphinen (2014) argue in their study, "Learning Languages and Cultures through Indigenous Knowledge: A Case Study of Teaching Minority Language in a Multilingual (Thai) School Environment," that utilizing diverse media is essential for promoting minority cultures. Importantly, they emphasize the crucial role of "indigenous knowledge media" in minority communities. To adapt to the internet age and highlight Yi clothing culture, developing high-quality online promotional videos can significantly increase its visibility and influence. This, in turn, can contribute to the prosperity and development of China's clothing industry. Therefore, online video production of the Yi clothing culture should prioritize creativity and quality. By effectively combining modern aesthetics with traditional techniques, these videos can showcase both national characteristics and contemporary appeal, ultimately creating compelling content in cultural promotion.

2. Research objectives

This study aims to achieve the following objectives:

- 1) To analyze the cultural connotations and aesthetic characteristics of the Yi people's clothing. This analysis will provide valuable cultural details to inform the creation of effective short videos promoting the Yi clothing.
- 2) To propose suitable styles and characteristics for short videos specifically designed to promote the Yi people's apparel.

3. Research methodology

3.1. Literature Review of Cultural Connotations and Aesthetic Characteristics

This section employs a literature review approach to examine and analyze the cultural connotations and aesthetic characteristics of the Yi people's apparel. The purpose of this review is to gain an in-depth understanding of the cultural development and unique qualities of the Yi clothing. This knowledge will serve as a strong foundation for further analysis of clothing-related video content, facilitating a deeper understanding of the messages that video creators aim to convey regarding the characteristics of the clothing itself.

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Summary of the content obtained from this section of the study, as follow;

The Liangshan Yi Autonomous Prefecture a hometown of the Yi people, who are further divided into three major dialect areas based on their spoken languages: Yinuo, Shengza, and Zaidi. These dialect groups also various distinction in their dress, with the most notable difference being the style of men's trousers. Yinuo men traditionally wear wide-legged trousers resembling women's skirts, while Shengza men favor narrower trousers that reach close to the ankles. Zaidi men wear trousers with a leg width in between the two other groups. Consequently, these areas are also colloquially referred to "the Big Pants Leg Area," "the Middle Pants Leg Area," and "the Small Pants Leg Area," respectively. Figure 1.1 illustrates these variations (a) Wide leg trousers worn by men in the Yinuo area, (b) Mid-length leg trousers worn by men in the Shengza area, and (c) Narrow leg trousers worn by men in the Suodi area.

There are regional variations in the Yi women's clothing. The Liangshan Yi Autonomous Prefecture is a hometown of the Yi people, who are further divided into three major dialect areas: Yinuo, Shengza, and Zaidi. These communities exhibit distinct variations in their women's clothing, reflecting unique cultural traditions and aesthetics.

(1) Yinuo Area: young women in the Yinuo area typically wear **long-sleeved, short blouses** with a slender fit that appears loose on the upper body. These blouses are primarily black and adorned with colorful linear patterns embroidered primarily using the "plate thread" and "inlay" techniques. The main decorative areas are the chest, cuffs, and back neckline. Middle-aged women often wear a **short coat with large sleeves**. Similar in structure to the young women's blouse, it is mainly black and decorated with "dish thread" embroidery. Older women's jackets are similar to those middle-aged women but usually utilize a single color and feature simpler linear patterns.



Figure 1 Variations in Yi Clothing Across Dialect Areas

(2) Shengza Area: Shengza clothing emphasizes elegance, calmness, and exquisite craftsmanship. Women's attire typically includes a handkerchief, a silver collar neck plate, a two-piece jacket ensemble, and a pleated skirt. A long gown worn over a vest is another common outfit. The decorative process of the vest involves diagonal "plate flowers" made with decals and embroideries. The shoulders, placket, sleeves, and bottom hem are decorated with various colored cloths folded into "comb teeth" and inlaid in a sequence, creating a strong three-dimensional effect. A unique feature is the circle of white rabbit hair trim adorning the sleeves, hem, and slit.

Additionally, a type of shoulder pad made of sheep felting is sometimes worn. This pad features a felt surface and no buttons on the flap. The entire garment is sewn with fine thread, making it thick and durable, suitable for work or cooler weather. The color palette of young women's clothing in the Shengza area is generally brighter. The older women's clothing shares a similar basic form with the younger women's, but the jacket

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fabric is often made of velvet or corduroy with cooler tones and lower saturation. These jackets are embellished with wide blue borders and red, yellow, and green stripes. Floral decorations are primarily made with colored cloth inlaid in "cockscomb teeth" patterns.

(3) Suodi Area: women in the Suodi area wear a wide-sleeved coat with sleeves reaching the elbow, also known as a "half-sleeved smock." Gowns play a significant role in the Suodi women's attire, worn by all age groups and often paired with an inner layer. The neckline, cuffs, placket, and hem of these garments typically feature decorative patterns. General background color of the clothes is dark (navy blue, black, blue) with accompanying colorful cloth plate decorations. Elderly women's overalls are decorated with colors similar to the bottom color of the coat, appearing calm and atmospheric. Younger women's overalls feature contrasting colors, creating a vibrant and charming effect. Mostly children in overall are decorated with brighter and livelier colors, reflecting youthful energy.

(4) Pleated Skirts: a distinctive feature of the Yi women's clothing across all three regions are pleated skirt. This skirt are narrowed at the bottom from a wider top, with a straight tube-shaped upper section and a trapezoidal lower section, typically consisting of 4-5 spliced segments. Pleated skirts, traditionally made of wool fabrics, are a prized possession among Yi girls in Liangshan, frequently requiring substantial time and effort to produce due to the sophisticated hand techniques involved.

(5) Changing Children's Skirt Ceremony: Pleated skirts are also culturally significant, representing several periods in a girl's life. During childhood, young Yi women typically wear three pieces of a pleated skirt. After reaching the age of 14, they participate in a ceremony called "Changing Children's Skirt Ceremony" to mark their transition to adulthood and signify their eligibility to choose a partner. This ceremony involves wearing a five-section pleated skirt. Children's skirts are shorter than those worn by adults, typically reaching just above the knee. As shown in figure 2 (A) "Changing into children's clothing" ceremony, (B) Yi girls' children's clothing, (C) Yi adult women's pleated skirts.

In conclusion, the regional variations of the Yi women's clothing showcase the diverse cultural heritage and artistic expressions within the Yi people. Each style reflects unique aesthetics and traditions, signifying the group's rich cultural tapestry.



Figure 2 Yi changing skirt ceremony



3.2 Harnessing Short Videos for Effective Promotion of Yi Clothing

Although Yi people clothing has become a business card of the Yi people, compared with the characteristics of other ethnic cultures, propaganda is still not enough. In an era of rapid new media development, the most effective way to promote the Yi people clothing is to use short video presentation. First of all, this chapter uses analysis methods: the input label is “Yi Clothing”, using random sorting, watching the first 100 promotional short video, analysis of its style and production skills. Then, we use the method of comparative research to compare the effect of different in the Yi people clothing promotion short video, and find out the successful experience and shortcomings. So what kind of video style can efficiently and quickly let people more comprehensive understanding of the Yi people clothing, and like the Yi people clothing? In this chapter, The author with this issue, a more detailed research. With the sample of 100 short videos, through the likes, comments, collections of classification, filtered out 30 excellent videos, watching these videos repeatedly, analysis of these excellent video type characteristics, such as: Who is the master? What's the frame like? What's the presentation? What are some of the qualities that appeal to the audience? The end result is a video style of the Yi people clothing that viewers are willing to stay and watch, and can make an impression on.

An analysis of 30 example videos, the results are shown in figure 3 – 5 video features for summarize video clip style for Yi clothing promotion as follow;

(1) The Douyin Platform and the Presentation of the Yi People's Clothing: Douyin has become a prominent platform for showcasing the enduring traditions of the Yi people's clothing. Many videos effectively blend these traditional elements with contemporary aesthetics, resulting in a visually captivating display of diverse the Yi garment typologies. Notably, a content creator on Douyin known as "Normal Nature of Man-Made Things" has emerged as a leading figure in this domain, amassing a dedicated following of 349,000 fans. This maker constantly creates amazing videos on Yi clothing, which are distinguished by their thorough investigation and presentation of the clothing as well as their expert videography and editing. "Normal Nature of Man-Made Things" videos can be rightfully considered visual feasts for the eyes. High-quality visuals and masterful cinematography are complemented by meticulously captured details of the garments and well-balanced compositions. Each video serves as a testament to the creator's unique aesthetic sensibilities and serves to highlight the extraordinary talent of the Yi embroidery artisans.

(2) The Power of Visual Storytelling: the Yi Culture Through the Lens: the creator's profound understanding of the Yi culture, coupled with a keen eye for photography, imbues each shot with vibrancy. Every frame transforms into a captivating tableau, reminiscent of traditional Chinese national paintings. The videos bring the Yi people's colorful and distinctive costumes to life through masterful camerawork. The skilled use of lenses allows for a detailed appreciation of the garments' intricate details, while simultaneously capturing the essence of the Yi people's inherent simplicity and kindness. Notably, the manipulation of light and shadow in several popular videos further enriches the textures and colors of the clothing, creating an immersive and visually intoxicating experience for viewers. Additionally, the well-paced scene transitions and rhythmic editing contribute significantly to the overall effectiveness of the videos. This allows viewers to not only appreciate the exquisite costumes but also to immerse themselves in the captivating essence of the Yi culture and the vibrancy of their way of life.

(3) A Divergent Approach: Exploring Yi Culture Through Video Categories: an analysis of videos posted by the "Normal Nature of Man-Made Things" account reveals two prominent categories that garner significant popularity: cross-dressing videos, a recently trending phenomenon, and videos showcasing the "primitive" Yi ethnic group. Cross-dressing content is a familiar concept, widely prevalent on social media

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platforms. However, the concept of a "primitive ethnic group display" necessitates further explanation. Unlike mainstream content featuring attractive individuals with exceptional looks and elaborate makeup, these videos present a refreshing perspective. Here, the focus shifts to ordinary the Yi people, men, women, and children, who embody the essence of their culture and even lack fluency in Mandarin. Their inherent characteristics and traditional attire contribute to a potent display of national identity within these videos.

The creators leverage the natural beauty of their subjects, employing strategic camerawork, lens manipulation, and color adjustments. These elements, combined with a dynamic musical score, culminate in a visually impactful experience. Imagine a captivating spectacle: several or even dozens of the Yi people, adorned in magnificent traditional attire, stride confidently with genuine expressions. The sway of their accessories in rhythm with the music further amplifies the visual impact. This powerful imagery evokes a runway show, except the protagonists are ordinary individuals radiating kindness and simplicity. The juxtaposition of these contrasting elements effectively captures viewers' attention and sparks their curiosity to delve deeper into the subject matter. "Original Ecology of the Yi Ethnic Group Show" videos remain a relatively uncommon genre on Douyin, representing a more innovative approach. They demonstrate a highly effective method for showcasing ethnic clothing through the medium of video.

(4) Cross-Dressing and its Appeal: A Look at Viewer Engagement: an analysis of the first 30 video categories reveals two prominent categories garnering significant popularity. While the "Original Ecology of the Yi Ethnic Group Show" videos received widespread acclaim, cross-dressing content also emerged as a highly popular genre. Notably, the two most liked videos on the Douyin platform from the "Normal Nature of Man-Made Things" account were of this type, garnering 3.42 million and 2.6 million likes respectively. This data underscores the immense popularity of cross-dressing videos on Douyin. This genre represents a relatively novel concept within the platform, effectively capturing audience attention and igniting curiosity, leading to increased click-through rates and viewership. The content itself exhibits remarkable diversity, ranging from simple costume changes to elaborate scene transformations and identity shifts achieved through makeup, props, and other creative means. This variety caters to a broad audience with diverse preferences. Furthermore, cross-dressing often triggers emotional resonance with viewers. By portraying individuals of various ages, genders, occupations, and the like, these videos offer glimpses into the living conditions and emotional experiences of different characters. This promotes empathy and emotional connection among the audience.

(5) The Appeal of Visually-Centric Videos: Showcasing the Yi Attires: analysis of popular video types reveals a category resonating strongly with viewers – the "Appearance-Focused" video. These videos garner high viewership, comments, and favorites, with creators being highly prolific in this genre. This popularity stems from the relatively low production requirements compared to other video types. "Appearance-Focused" videos primarily showcase the characters' appearance, temperament, and aesthetics, relying heavily on impactful visuals to capture viewers' attention. A closer look at the top 30 popular video types reveal a dominance of "Appearance-Focused" content. Six out of the top ten most-liked videos fall into this category, representing 60%. This dominance highlights the effectiveness of visual appeal in triggering viewer engagement. There are two key factors contributing to success in "Appearance-Focused" videos for promoting the Yi clothing:

- 1) **Strong Visual Impact:** The Yi clothing boasts exquisite embroidery and ornate silverwork. Utilizing aesthetically pleasing models allows creators to display the unique styles and intricate details of the Yi garments, effectively showcasing their beauty and characteristics.
- 2) **Cultural Dissemination:** The Yi clothing represents a significant element of China's intangible cultural heritage, imbued with rich historical and cultural significance. "Appearance-Focused" videos provide

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a powerful platform for visually presenting this cultural heritage, fostering a deeper understanding and identification with national culture among viewers. Additionally, these videos can spark lively discussions and interactions, further promoting appreciation for the Yi attire through shared experiences.

Furthermore, creators of "Appearance-Focused" videos often hold significant influence on social media and video platforms. Their reach allows them to disseminate the Yi clothing and its culture to a broad audience encompassing various ages and backgrounds. In conclusion, "Appearance-Focused" videos offer a compelling approach to promoting the Yi apparel, leveraging visual appeal to capture viewers' attention and fostering cultural appreciation.

(6) Promoting Cultural Understanding: The "Educational Heritage" Video Category: The Douyin platform offers a diverse range of video themes related to Yi clothing, with the "Educational Heritage" category garnering significant viewership. These videos effectively promote cultural understanding and appreciation for the Yi attires. One prominent example is the "Ju Ju in Paris" video. Here, the creator, Ju Ju, is depicted confidently showcasing a complete set of the Yi clothing on the streets of Paris. This act of cultural exchange fosters appreciation for the Yi attire among foreign viewers, providing them with a firsthand glimpse into the Yi culture and its associated garments. Similarly, the video "Zhou Bao Bao" features a designer who presents the Yi clothing on a model in Brazil, generating positive reactions from both the model and bystanders. This strategy, employed by both Ju Ju and Zhou Bao Bao, highlights their dedication to promoting the Yi clothing and culture on a global scale. "Educational Heritage" videos often showcase creators explaining the styles, patterns, and colors associated with the Yi garments. This approach enhances understanding and appreciation for Yi attire among both domestic and international audiences. By presenting authentic the Yi clothing, creators offer viewers a direct encounter with the garment's beauty and unique characteristics. This type of video effectively sparks lively discussions among viewers. Many perceive these videos as a positive force, promoting Chinese culture on the world stage. Audience engagement is further amplified through comments and discussions, where viewers actively express their views and share their opinions. The collective effort of creators, viewers, and even individuals like yourself who contribute to video production and dissemination play a crucial role in furthering the appreciation of the Yi clothing.

(7) Beyond Popularity: A Look at Niche Video Styles: an analysis of the top 30 videos reveals a range of stylistic choices employed by creators, extending beyond the most popular categories. Here, we explore a few noteworthy examples. Creators with IDs like "Xing gou," "Abbess," and "Mountain and Sea View Fog" gravitate towards a "Retro DV" aesthetic. This style replicates the visual effects of older DV cameras, resulting in a low-fidelity, film-like quality that evokes a sense of nostalgia and timelessness. This aesthetic aligns particularly well with showcasing clothing of minority cultures, often imbued with a distinct and exotic charm. The "Retro DV" format offers a unique visual experience combined with relative ease of production. In contrast, the creator "Tankexi" utilizes a "Talent Show" style to engage viewers. This approach involves showcasing individual talents, such as singing the Yi songs, to highlight both the creator's abilities and the Yi culture. This style allows creators to leverage their strengths, potentially including dance, music, painting, or traditional crafts. The emphasis on personal expression successfully attracts the audience's attention and builds a connection with the creator's distinct perspective. "Talent Show" videos often spark audience engagement through comments and discussions, fostering a direct connection between creators and viewers. This interaction helps cultivate a loyal fan base and contributes to the ongoing dissemination of the Yi culture. Furthermore, "Talent Show" videos offer a blend of entertainment and cultural education. The beauty of the Yi songs transcends the music itself, carrying rich cultural significance. By incorporating Yi songs, creators raise awareness of the Yi history, attire, and cultural traditions, contributing to the preservation and promotion of this rich heritage.



Excellent Video-Type Analysis Table

Top 10 likes		
Author ID	Video features	Number of likes
Yi artifacts	The type is a cross-dressing show, the picture quality from ordinary quality into exquisite texture, the overall visual contrast is strong.	3.429 million
Yi artifacts	The type is cross-dressing show, video details of the characters, such as elderly facial details, facial expressions, etc.	2.608 million
Gog Xing	Beauty Internet celebrity, the use of retro fuzzy screen, combined with the retro city environment, the entire video rich sense of time, retro DV type.	1.128 million
Yi artifacts	The cross-dressing class, in which the main character uses popular characters, adds several other characters with distinctive features to more fully display the different types of clothing.	809000
Konoha	Men cross-dressing video, the use of mobile phone on-camera approach, the picture quality is ordinary but more people-friendly.	577000
Yu Wen	The creator temperament elegant, beautiful generous, belongs to the type of face value.	447000
Juju's classmate in Paris	Mainly to spread Yi people clothing culture, wearing Yi people clothing on the streets of Paris propaganda, education and communication types.	424000
Zhou Baobao	A Brazilian beauty was randomly selected to try on Yi People's clothing abroad and interviewed about her feelings and types of educational communication.	329000
Jike Junyi	Ji Ke Jun Yi is a representative of the Yi nationality in the stars, professional shooting screen and angle, the screen exquisite texture, beautiful makeup, belongs to the type of appearance.	270000
Huan Ahei (Daliangshan)	Yi people girls dressed in Yi people costumes on the streets of the city belong to the type of educational communication.	163000

Figure 3 Analysis of type of show in video clip

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Top 10 comments

Author ID	Video features	Number of comments
Yi artifacts	Cross-dressing video, the master is Senior Yi, sacred bimo culture is the focus of heated discussion.	11000.00
Yi artifacts	The scene of the Grand Festival, Yi people girls dressed up, wearing a full set of silver jewelry, the scene is shocking, the original ecological display type.	11,000
Yini not beautiful	On the streets of Yi people, beautiful girls wear the clothes of Shanghai, belongs to the type of appearance.	11000
Sister Min	Brides and bridesmaids dressed in Yi costumes take a train to the ceremony in Yi people. Original display type.	72000
Yi artifacts	The picture is exquisite, the visual effect is shocking, the suitable slow down lens causes the character to walk the gas field to be sufficient. Original display type.	16000
Drama Girl- Xiao Hu	Xiao Hu is a cross-dressing internet celebrity, this video continues her cross-dressing style, causing people for the yi portrait resonates and participate in the discussion.	13000
Qumu Axiu	The video shows a girl in Yi people changing into a baby dress, Belongs to the type of educational communication.	13000
Zhao Dada	Video showing the torch festival in Yi people, Belong to the original ecological display type.	12000
Yuexi Culture and Tourism	The official account, which shows Yi people's clothes in other provinces, Belong to the original ecological display type.	20000
Tanke xi	Yi girls dressed in Yi people costumes and singing some of Yi People's most famous songs. belongs to the type of appearance.	52000

Figure 4 Analysis of video production



Top 10 collections		
Author ID	Video features	Number of collection
Yu Wen	Mobile phone with the camera, a short time, the use of slow motion, with appropriate music. Belongs to the appearance type.	29,000
Abness	The main character is pure and lovely, the shooting state is flexible, belongs to the type of appearance.	37,000
Tanke xi	The Creator is beautiful, cute and has a beautiful voice. He is dressed in Yi people clothes and sings songs from Yi people. Belongs to the type of retro DV.	71000
Viewing mountains and seas with fog	The video uses vintage filters, blurs the image and makes the subject look beautiful. Belongs to the type of retro DV.	11000.00
vvXiao Tian	Handsome Boys in Yi people. Good-looking type.	10000
Yooha Yoha	Video use transition effect, belongs to the type of cross-dressing.	20000
China Youth Daily	The video content and the video content of Min elder sister is same, the account is the official account, the original ecology shows the type.	61000
It turns out to be a girl	The video shows Yi people singer Gick Junyi singing one of Yi People's most famous songs, "Don't be afraid". Belongs to the color class video.	31000
Guo Yizhi	The cross-dressing video, shot from an overhead angle and shot in slow motion, shows the person and the clothes as one.	6443
butuo media	The background music is typical of the Yi ethnic group, and the images show women in full dress at the funeral. Original display type.	6466

Figure 5 Analysis of video clip style for promotion

(8) The Democratization of Video Creation: A Multitude of Styles: the rise of new media, characterized by its accessibility to the public, has empowered individuals to become content creators. This phenomenon has led to a proliferation of video styles on social media platforms. Our analysis of 100 videos revealed a diverse range of approaches beyond the most popular categories in previously discussed. Within the "Clothing Display" category, for instance, creators showcase themselves adorned in complete sets of exquisite the Yi garments, often filmed within the Yi clothing stores. This approach allows for detailed presentations of the clothing's intricate features. To promote traditional, the Yi festivals, creators may document celebrations like the Torch Festival or the Year of the Yi people, featuring individuals dressed in the Yi attires. Similarly, some creators collaborate with the Yi fashion designers to produce "Catwalk" style videos featuring models showcasing Yi-themed garments.

These examples highlight just a few of the numerous video styles employed to promote the Yi clothing. It is important to note that not all styles are equally effective in product promotion. Establishing an appropriate style is crucial for maximizing the impact of video content. The emergence of the internet age has significantly accelerated the pace of social development. Short-form video advertisements offer a solution to the limitations of traditional television commercials, which can be lengthy and monotonous. These bite-sized



videos allow viewers to grasp product information quickly and efficiently, while enriching audience understanding through diverse channels and content formats.

4. Results and discussion

4.1 Results

Through literature research, we have depth understanding in the cultural characteristics of the Yi People's clothing. In the research, we can see the development of the Yi People's clothing in the historical changes, but also revealed its inheritance and innovation in modern society encountered bottlenecks. Through the study of the short videos of Chinese Yi People's clothing promotion, we find that the popular videos can be divided into five types, they are: appearance type, original ecology display type, cross-dressing type, education type, retro DV type, these audience favorite short video in the style has the following characteristics:

- 1) **Cultural Depth:** These videos effectively showcase the unique aesthetics and profound cultural connotations embedded within the Yi clothing. This approach fosters a deeper understanding and appreciation of the Yi culture among viewers.
- 2) **Modern Integration:** The short-form video format allows for content diversity. Videos may feature traditional garment displays alongside presentations that incorporate modern elements, effectively bridging the gap and enhancing the contemporary relevance of the Yi clothing.
- 3) **Production Quality:** Careful production and editing techniques elevate the visual appeal of these videos. The harmonious interplay between music and visuals further enhances the ornamental qualities of the garments and facilitates communication of their cultural significance.
- 4) **Social Media Leverage:** By utilizing social media platforms and short-form video formats, creators effectively expand the reach and influence of the Yi clothing culture. These platforms prioritize interactivity and sharing, fostering wider dissemination and audience engagement.

The analysis presented in this article identifies several video styles particularly well-suited for promoting the Yi clothing: (1) original display, (2) appearance-focused, (3) cross-dressing, (4) educational/informative, and (5) retro DV. The right style of video has been shown to make viewers more likely to learn about the Yi people clothing, which can quickly increase the number of people who care about the Yi people clothing. Examining short video clip styles for the Yi clothing promotion in this research, this section explores the production process and content of five representative short-form videos promoting the Yi clothing:

1) Yi Original Ecological Type:

Filming Location: Natural scenery with mountains

Content: This video showcases the inherent beauty of the Yi attire within a pristine natural environment. The local Yi people in various age and genders are featured, emphasizing the harmonious relationship between the Yi people and their nature.

2) Cross-Dressing Type:

Filming Location: Rural setting, possibly a stable

Content: This video begins with individuals clad in modern clothing. The scene transitions to them adorned in the Yi garments, often upon placing a hat. This approach highlights the inclusive nature and contemporary appeal of the Yi attire.

3) Appearance Type:

Filming Location: Scenic location with picturesque beauty

Content: This video utilizes attractive models showcasing the Yi garments. The focus is on highlighting the rich details and unique aesthetics of the Yi clothing.

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4) DV Retro Type:

Filming Location: Historical landmark

Content: By employing a retro color palette and production techniques, this video emphasizes the historical legacy and evolution of the Yi clothing. This approach underscores the cultural heritage embodied within this form of attire.

As follow figure;



Figure 6 Yi original ecological video style



Figure 7 Informative style



Figure 8 Cross-dressing style



Figure 9 Appeal use



Figure 10 Retro DV style

4.2 Discussion

Our research on the style of the Yi people clothing promotional short videos offers valuable insights. Firstly, short videos, as a new communication method, excel in rapid dissemination and reaching a wide audience, making them highly suitable for promoting national clothing culture. Secondly, short video production should prioritize both cultural meaning and engaging presentation. This means balancing the preservation of traditional dress characteristics with the integration of modern aesthetics to capture the audience's attention. Additionally, developing a strong communication strategy is crucial. This requires leveraging features of social media and short video platforms to maximize communication effectiveness. In conclusion, this study highlights the importance and potential of short videos for promoting the Yi people's clothing. By implementing suitable video styles, we can achieve significant results with minimal effort. Moving forward,



further research and practical application can optimize the dissemination of the Yi people's clothing culture and contribute to the continued inheritance and development of the Yi clothing.

5. Conclusion

This study explored the styles of short videos promoting Chinese Yi clothing and found them to be highly effective in disseminating the Yi people's clothing culture. These videos successfully blend the traditional aesthetics of the Yi costumes with modern elements. By doing so, they showcase the unique charm of Yi attire and breathe new life into the inheritance and development of the Yi culture. Additionally, the production techniques and communication strategies employed in these short videos offer valuable references for promoting other ethnic clothing cultures. However, challenges remain in the dissemination process. These include a lack of creative talent and an imperfect system for evaluating the effectiveness of the dissemination efforts. Addressing these issues requires further study and solutions. Overall, short video promotions for the Yi clothing have played a significant role in spreading the Yi culture and raising the profile of China's apparel industry. We can be confident that these videos will continue to enhance Hong Kong's apparel culture, leading to wider dissemination and recognition in the future.

6. References

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