

Construct an Innovation Exemplary Short Video System to Upgrade Socialist Discourse

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Abstract: *The discourse should not be restricted in verbal expression, but extent to visual expression. To utilize the high dissemination efficiency and wide audience characteristics of short videos to effectively disseminate socialist values and ideas, a system of innovation exemplary short video can be constructed. The design goals of the system are guided by the principles of efficiency, accessibility, and scalability, and by integrating innovative knowledge from five major fields: technology, economy, politics, culture, and social innovation, to enhance the audience's innovative literacy. The system emphasizes the establishment of a collaborative ecosystem of multiple stakeholders, including the government, industry, academia, research institutions, and platforms, and utilizes artificial intelligence tools to optimize the content creation process and improve efficiency. In addition, the article also proposes a "five-element" structure to balance and coordinate the objective elements of the innovation exemplary short video system. To develop an innovation exemplary short video system, should effectively disseminate socialist ideas, strengthen ideological work, and promote social cohesion through multi-party collaboration and technological innovation.*

Keywords: Discourse; Socialist discourse; Short video; Innovation exemplary short video.

1. INTRODUCTION

Discourse does not merely passively reflect or represent the world; it actively constructs the world, generates constructive effects, influences people's thinking and behavior, and thereby serves specific interests [1]. Viewing from this function, discourse should not be restricted in verbal expression, but extent to visual expression. Short videos not only exhibit ubiquity and high stickiness but also create spaces where various values gather, confront, and collide [2]. Meanwhile short videos spread much faster on social media than long videos. Data from YouTube indicates that short videos have twice the view rate of long videos, highlighting the advantage of short videos in terms of dissemination efficiency [3]. The addictions caused by short video has been discovered, while it is applied in conducting health behavior [4]. And in the new situation of Network Society, the "new social strata" have undergone visible changes in terms of internet culture, knowledge structure, and life demands, no longer valuing political discourses such as national united front and patriotism. With socialism, from ideology to movement, is comprehensively and deeply eroding the boundaries of nations and states, the influence of traditional political discourse are gradually diminishing, and there is a widespread trend of alienation from political discourse in online communities. Socialist discourse, focusing on internet discourse power, can apply short videos to construct a new political discourse that serves individual happiness, which is becoming increasingly important for uniting netizen in the "global village." Furthermore, there is practice proven that the integration of deep learning in recommendation systems, can personalize content delivery, ensuring that socialist discourse reaches the right audience effectively [5]. Since constructing a short video system aligns with the trend of content consumption, where users prefer brief, engaging formats over lengthy expositions. We contest that the shift from long videos to short videos signifies a fundamental change in content consumption. This shift necessitates the adaptation of socialist discourse to short video formats to maintain relevance. The construction of an innovation exemplary short video system is imperative for upgrading socialist discourse, enhancing ideological work, and fostering social cohesion in the digital era.

2. THE GOAL DESIGN FOR THE CONSTRUCTION OF INNOVATION EXEMPLARY SHORT VIDEO SYSTEM

The short videos are capable of providing concentrated information in a short span of time. The Pew Research Center report points out that with the intensification of information overload, users are more inclined to consume short video content that can quickly convey core messages. This indicates, as to the construction of innovation exemplary short video system, a concise goal design is required.

2.1 Three Principles of the Goal Design

In the era of information overload and dwindling attention spans, the demand for short, innovative video content has skyrocketed. As we move towards a future where information is consumed in bite-sized chunks, the goal design for the construction of innovation exemplary short video system should provide a road-map for a more engaging, and inclusive way of sharing and experiencing digital content.

The first principle is efficiency. At the core of the construction is the need for efficiency, where information is delivered in a concise manner, respecting the brevity of modern audiences' attention. This is complemented by the creation of engaging innovation exemplary content that not only informs but also captivates viewers, prompting them to interact and share, thus enable the innovation exemplary short video system amplify the content's reach and impact of socialist discourse.

The second principle is accessibility. The system is designed with accessibility in mind, ensuring that socialist discourse can be used by a diverse audience with varying levels of technological proficiency. By tailoring content to align with current international trends and audience interests, the construction of innovation exemplary short video system can maintain relevance and attractiveness, ensuring that viewers remain connected and benefited. Then, viewers are more inclined to consume short video content in line with socialist values.

The second principle is scalability. As the demand for short video content grows, the construction of innovation exemplary short video system must be scalable, allowing for the seamless integration of new features and content. Only in this way, can high-quality standards be upheld to maintain the credibility and trustworthiness of the short video shared, ensuring that viewers receive accurate and reliable content. This growth is supported by sustainable monetization strategies that benefit both content creators and platforms, fostering a thriving ecosystem for short video content of socialist discourse.

2.2 The Five Targets in the Construction of Innovation Exemplary Short Video System

The superiority of socialist discourse over capitalist discourse lies not only in guiding economic innovation but also in guiding comprehensive innovation. There are various innovative role model resources that can be used to guide the people in developing science and technology as the primary productive force, talent as the primary resource, and innovation as the primary driving force. These innovative role model resources exemplify innovation process, methods, attitudes, and values, can enrich the construction by innovative knowledge. Here, the construction of innovation exemplary short video system focuses on innovative knowledge, considering innovative knowledge is knowledge about innovation capabilities, innovation management, innovative methods, innovation spirit, and innovation resources [6]. The innovative knowledge is the key point in promoting the innovative literacy of viewers.

These innovative knowledge is abstracted from the five categories of innovative role model resources: Scientific and technological innovation, economic innovation, political innovation, cultural innovation, and social innovation, according to the "systematic ideological elements of innovation theory". Thus, the five categories of scientific and technological innovation, economic innovation, political innovation, cultural innovation, and social innovation construct a target system. The five targets form a progressively advancing range of goals, allowing for individual interest-driven free choice, and enable the construction of innovation exemplary short video system controlled as a systematic whole. Among these five targets, political innovation is the primary objective. This enables the audience of short videos to have expectations and guidelines in mind, while learning about innovative knowledge. The five targets system can then better promote the development of internet users' creativity in line with innovative literacy, while avoiding the American-style overemphasis on individualism. These five targets of innovation are interconnected and conditional upon each other, corresponding to The five types of innovation; yet they are distinct with clear boundaries. Confusing the types of innovation is an intangible shackle that hinders innovation activities. Therefore, the construction of must strictly differentiate these five targets and produce corresponding video content based on the particularities of each type of innovation.

3. SYSTEM ELEMENTS FOR THE CONSTRUCTION OF INNOVATION EXEMPLARY SHORT VIDEO SYSTEM

3.1 Building Collaborative Subjective Elements of Government-Industry-Academia-Research-Platform

Referring to the collaborative subjective elements, it is crucial for innovation ecosystem: Fostering an ecosystem that encourages innovation, creativity, and the development of new technologies and solutions for the construction

of innovation exemplary short video system. Government: Government departments, particularly those in educational administration, play a crucial role in policy-making, funding allocation, and regulatory oversight to support the platform's objectives. Industry: Employers, especially those in the service sector, contribute by providing real-world needs, industry insights, and potential employment opportunities for viewers and researchers. Academia: Students, particularly netizen college students, are the primary beneficiaries and contributors to the platform, engaging in content creation, feedback, and innovation. Research: Researchers, especially those developing educational short videos, provide the intellectual capital and pedagogical expertise necessary for the development and refinement of the platform's content. Platform: Short video platforms, such as YouTube, serve as the technological backbone, providing the infrastructure and tools for content dissemination and interaction among all stakeholders.

At present, to enhance innovation ecosystem, the multi-stakeholder collaborative innovation that was once characterized by "government-industry-academia-research" is now being upgraded by Chinese into a "government-application-industry-academia-research" model, which also underscores the importance of the "academia" such as college students as the primary user. Because viewing from an innovation management perspective: "application" encompasses both "applying" and "users". Students, as users of innovation exemplary short videos, directly participate in the construction process, which not only reduces aimlessness and shortens the R&D cycle but also enhances the effectiveness of "applying", thereby significantly reducing the risks and costs of construction. Furthermore, with the advent of AI-powered educational robots, the proactive role of students in the development of innovation exemplary short videos resources becomes more prominent. Consequently, when considering the construction of multi-party collaborative subjective elements, it is imperative to organize academia especially university students as a vital stakeholder.

3.2 Building AI-Empowered Intermediary Elements

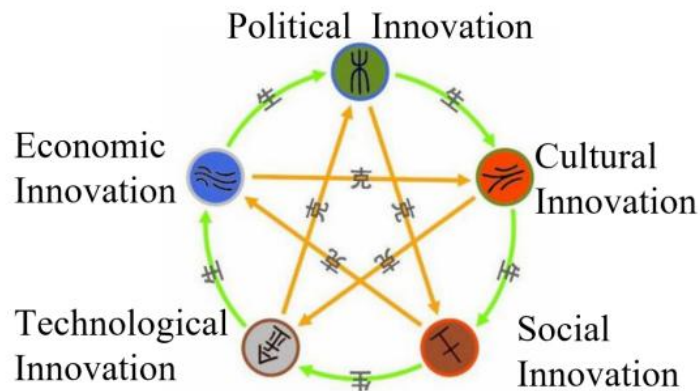
AI as an interdisciplinary field, which aligns with comprehensive thinking and enables cross-disciplinary research and development. By targeting viewers' learning needs for innovation and providing sufficiently detailed prompts, we can leverage the strengths of various AI tools integrated into short videos to form a set of intermediary elements for creating innovative role model videos. Some AI tools excel at script writing, others at generating images from text, and some can even script after reading materials uploaded by users (such as 360AI browsers). To build AI-empowered intermediary elements, we should integrate the strengths of various AI tools to form a comprehensive set of tools for selection by all construction entities. With the rapid evolution of free multimedia, self-media, new media, and AI tool resources, it should be possible to integrate a media system available for free use by all entities, efficiently completing the short video construction process from searching or extracting images of innovative role model resources to polishing, dubbing, and publishing, as shown in the table below. In this way, after matching innovation exemplary content according to the above five targets, simple operations with the required AI tools can generate innovative role model short videos. Then, the output of innovation exemplary short video can select among real-person operation, animated demonstration, digital person explanation, or animated characters based on viewers characteristics, to simplify the complexity of the construction of innovation exemplary short video system, reducing costs, and improving efficiency.

To build AI-Empowered intermediary elements involves integrating artificial intelligence (AI) technologies to facilitate and enhance the collaboration between different stakeholders in the above illustrated "government-application-industry-academia-research" ecosystem. AI-powered chat-bots and virtual assistants can help manage communications between stakeholders, providing quick responses and streamlining information flow. The AI can serve as an empowering intermediary in data analysis and insights: AI can process vast amounts of data to provide insights that help stakeholders make informed decisions, predict trends, and identify areas for improvement. And the AI can tailor socialist discourse content to individual viewer needs, enhancing the effectiveness of innovation exemplary resources and improving short video engagement. What's more, the AI can help optimize the allocation of resources by identifying inefficiencies and suggesting improvements in the use of funds, facilities, and assist in the creation of innovation exemplary short video, ensuring that materials are up-to-date, relevant, and engaging. However, building AI-Empowered intermediary elements should also ensure that the AI is used ethically and responsibly, with clear guidelines and oversight to prevent misuse and bias while constructing innovation exemplary short video system. Integrating AI in these ways, the intermediary elements can become more efficient, responsive, and effective, ultimately strengthening the overall collaborative ecosystem of "Government-Industry-Academia-Research-Platform".

3.3 Building the Object Elements of "Five Elements" Structure

The concept of the Five Elements (Wu Xing) in traditional Chinese culture — Metal (金), Wood (木), Water (水), Fire (火), and Earth (土) — indeed outlines a system of generation and restraint among the elements, which can be metaphorically applied to the construction of the object elements in innovative role model short videos. By integrating these five elements into the development process, the objective elements of innovation exemplary short video can be balanced and harmonized, creating a dynamic and sustainable system that fosters continuous improvement and growth. The corresponding Five Elements' generative and restrictive relationships are shown in the figure below.

The Object Elements of "Five Elements" Structure



Technological innovation generates economic innovation, which generates political innovation, which generates cultural innovation, which generates social innovation. Metal (金) represents technological innovation: It symbolizes the refining process that transforms raw ideas into polished, high-quality outcomes. The content of technological innovation ensures that the messages conveyed in the innovation exemplary short videos are sharp, clear, and of high intellectual value, much like how metal is forged and shaped into valuable instruments. Water (水) represents economic innovation: It signifies the need for flexibility and the ability to evolve with new information and technologies. This sort innovation exemplary short video emphasizes profit from knowledge and the adaptability required in the ever-changing landscape of innovation. Wood (木) represents political innovation: It signifies the nurturing and cultivation needed for ideas and individuals to flourish. Fire (火) represents cultural innovation: It symbolizes the energy and enthusiasm that ignite creativity and motivate viewers to pursue their goals, providing passion and inspiration in innovation exemplary short video. Earth (土) represents social innovation: It signifies the importance of a solid base upon which to build more complex ideas and structures, providing social support for innovation processes.

According to the "Five Elements Theory," everything in the world is in a generative and restrictive relationship of metal, water, wood, fire, and earth. Therefore, the construction of the objective elements of the innovative role model teaching short video system should comply with the generative relationships among various innovations and avoid the restrictive relationships. On one hand, it emphasizes the generative aspect: technological innovation (metal generates water) leads to economic benefits, economic innovation (water generates wood) leads to political rights, political innovation (wood generates fire) leads to cultural resonance, cultural innovation (fire generates earth) leads to social coordination, and social innovation (earth generates metal) leads to technological utility. On the other hand, it avoids the restrictive aspect; for example, technological innovation (metal restricts wood) should not override political rights, so when discussing whole-process people's democracy, one should not emphasize that efficiency requires being as fast as possible; economic innovation (water restricts fire) should not override cultural resonance, so when discussing cultural confidence, one should not focus on wealth, as it would appear uncultured. Additionally, the construction of the objective elements of the innovative role model teaching short video system should also avoid the restrictive relationships between political innovation and social coordination, cultural innovation and technological utility, and social innovation and economic benefits. How to comply with the generative relationships and avoid the restrictive relationships among various innovations will be studied in depth with the development of innovative role model teaching resources, and will be explained according to the types of innovation exemplary short video.

4. DEVELOPMENT PROCESS FOR INNOVATION EXEMPLARY SHORT VIDEO

To develop an innovation exemplary short video process, focusing on above generative relationships while avoiding restrictive ones, can be completed in the following chronological steps: 1) Research viewers' hobbies: Identify the target audience and needs of the short video. Consider their age and cognitive ability differences to design the video's themes, structural styles, and presentation forms (such as live demonstrations, animated demonstrations), so as to guide AI feedback and self-learning through prompt words, creating short videos that are adapted to viewers' characteristics and easy to understand and apply. 2) Select Resources Based on Values: Choose typical cases with significant innovative achievements in various value fields, such as the development of quantum computers in technological innovation. Ensure the timeliness, and inspiration of role model resources to better disseminate innovative knowledge. Prepare scripts and resources for different types of innovative role models, and collect relevant images, videos, audio, and other materials. 3) Incorporate Innovative Attitudes, and Values: Introduce role models and their innovative backgrounds according to viewers' learning needs, focusing on interaction to inspire viewers to innovate. And, perform audio editing and mixing, and add special effects and transitions. 4) Reveal the Innovation Process: Showcase the experiences of typical individuals, how they developed innovative thinking, and the process of analyzing the particularities of contradictions as a basic skill in research and solving key issues. So as to summarize innovative methods, and specifically present methods such as contradiction analysis, segmentation combination, and integrated integration. 5) Focus on Innovative Abilities: Set up interactive segments in the short video to encourage viewer participation, enhance "user thinking," and guide viewers to think and apply from an innovative perspective. The video can include interviews, inviting outstanding individuals to learn from innovative role models, with various distinguished figures participating in sharing innovative insights and offering corresponding suggestions and expectations.

5. SUMMARY

Socialist discourse should not be restricted in verbal expression, but extent to visual expression. Short videos aligns with socialist discourse, can be constructed a system with collaborative subjective elements of government-industry-academia-research-platform, AI-Empowered intermediary elements, and the object elements of "Five Elements" structure. However, the process of developing innovation exemplary short video has specific effort to make avoiding restrictive relationships.

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