



Development of Advertisement Formats on Video Clips to Promote Online Marketing
of Yi Tribe

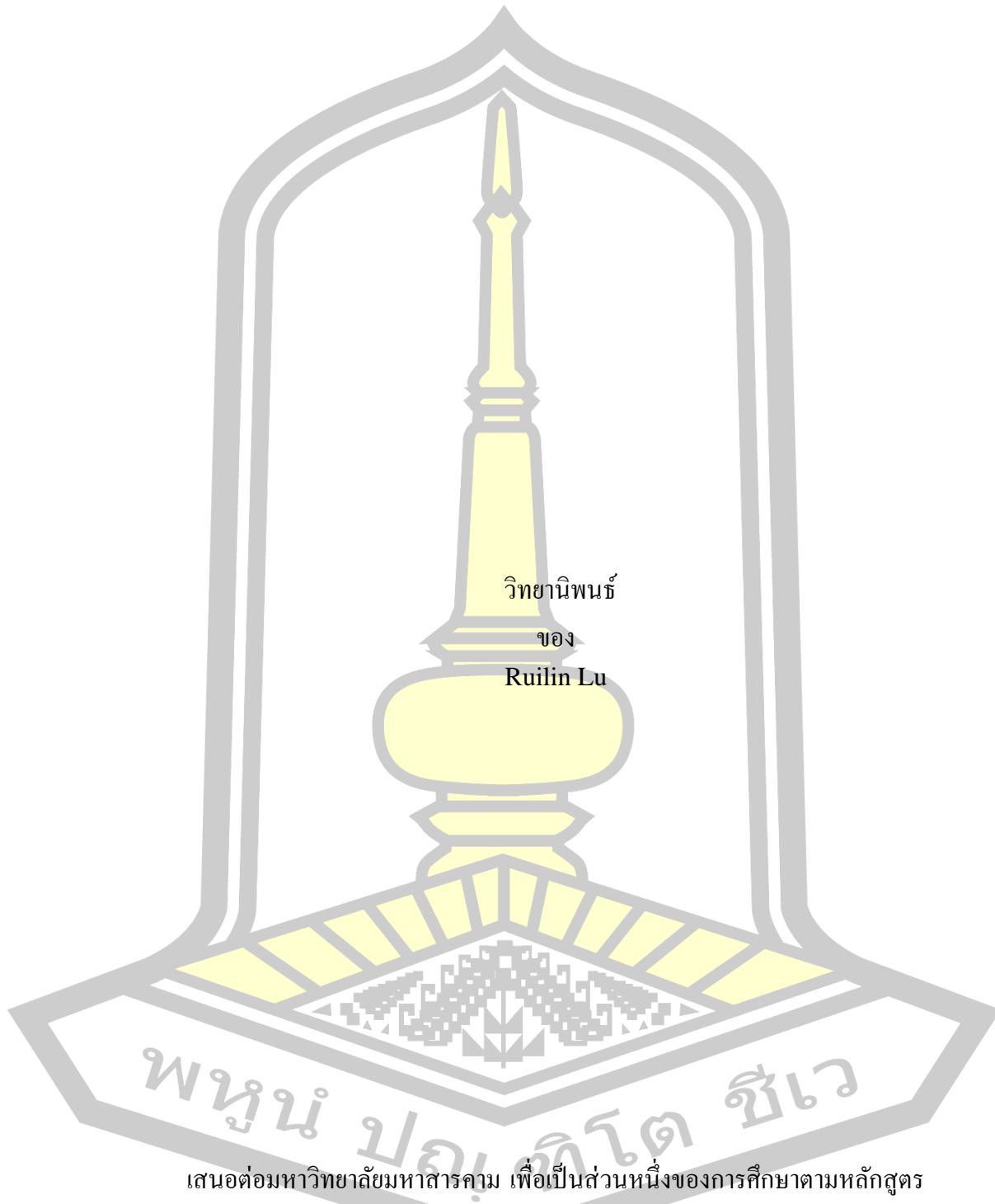
Ruilin Lu

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Master of Science in Creative Media

April 2024

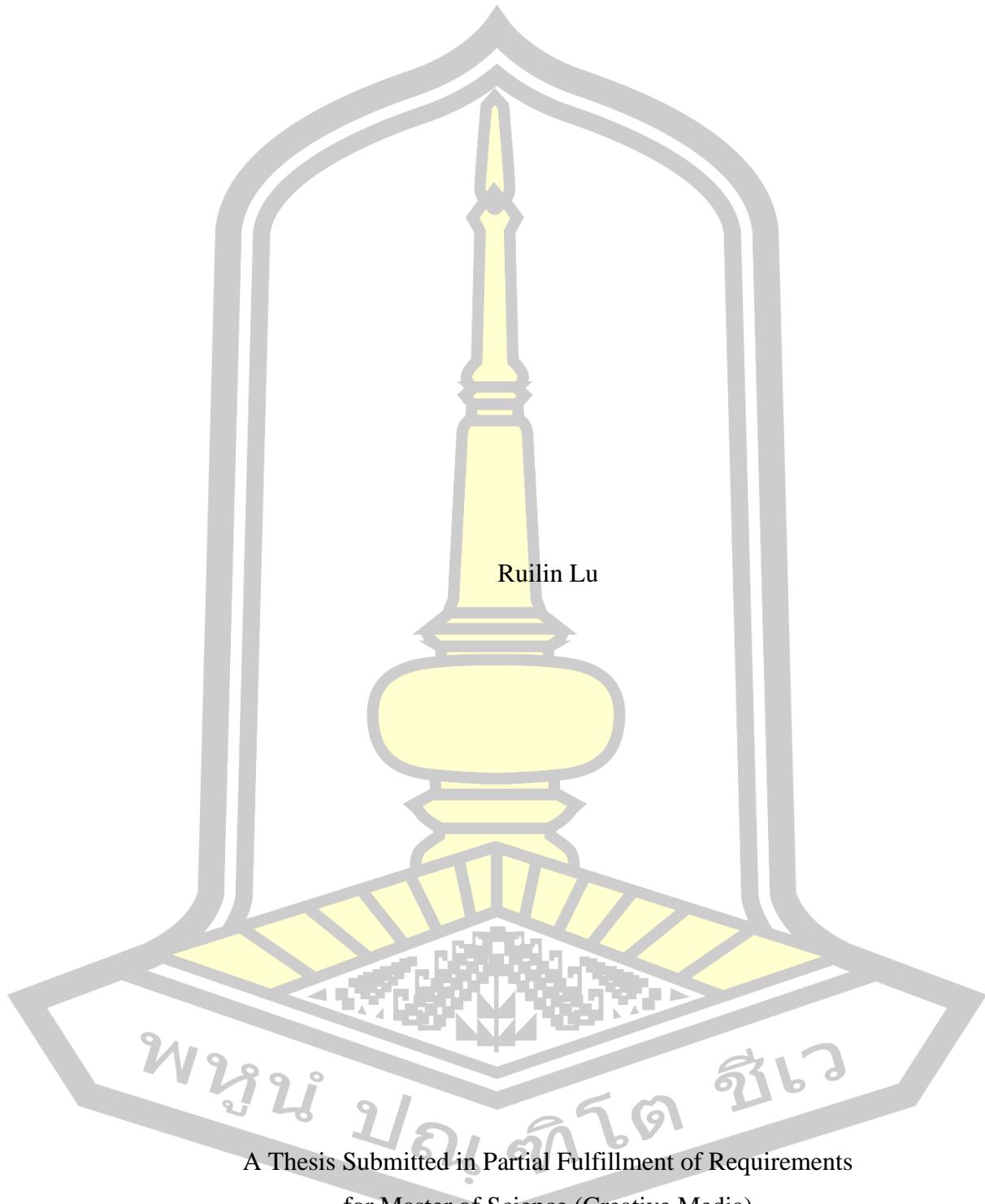
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ลิขสิทธิ์เป็นของมหาวิทยาลัยมหาสารคาม

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A Thesis Submitted in Partial Fulfillment of Requirements
for Master of Science (Creative Media)

April 2024

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The examining committee has unanimously approved this Thesis, submitted by Ms. Ruilin Lu , as a partial fulfillment of the requirements for the Master of Science Creative Media at Mahasarakham University

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ABSTRACT

This article aims to explore how short video ads can be used to promote Yi people's clothing culture more effectively and to promote online sales of clothing in Yi people. Short video advertisement has the advantages of rapid spread and wide spread, it can let more people quickly understand and like Yi clothing. First, this study aims to understand Yi people's clothing culture and the status quo of Yi People's clothing-related short video to lay the foundation for the research, and secondly, to analyze the style of clothing promotional video suitable for Yi people, and make the audience's favorite style of video. Through a questionnaire survey of 100 viewers in the age range with the ability to consume on the internet, the data were collected and analyzed. To provide a reference for the network promotion and sales of Yi products.

The study found that there are many ways to promote the video, short video types suitable for Yi people clothing include: show the original ecological type, cross-dressing type, appearance type and retro DV type. These four types of videos are more suitable for the promotion of Yi People's clothing, this study shot five videos, of which two were of face type, and 100 viewers were surveyed, voting for the type of video they like can increase viewers' interest in the content, giving them a deeper influence on Yi people apparel and creating a willingness to buy.

Keyword : Yi people apparel, new media, advertising, short video, online sales

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Ruilin Lu

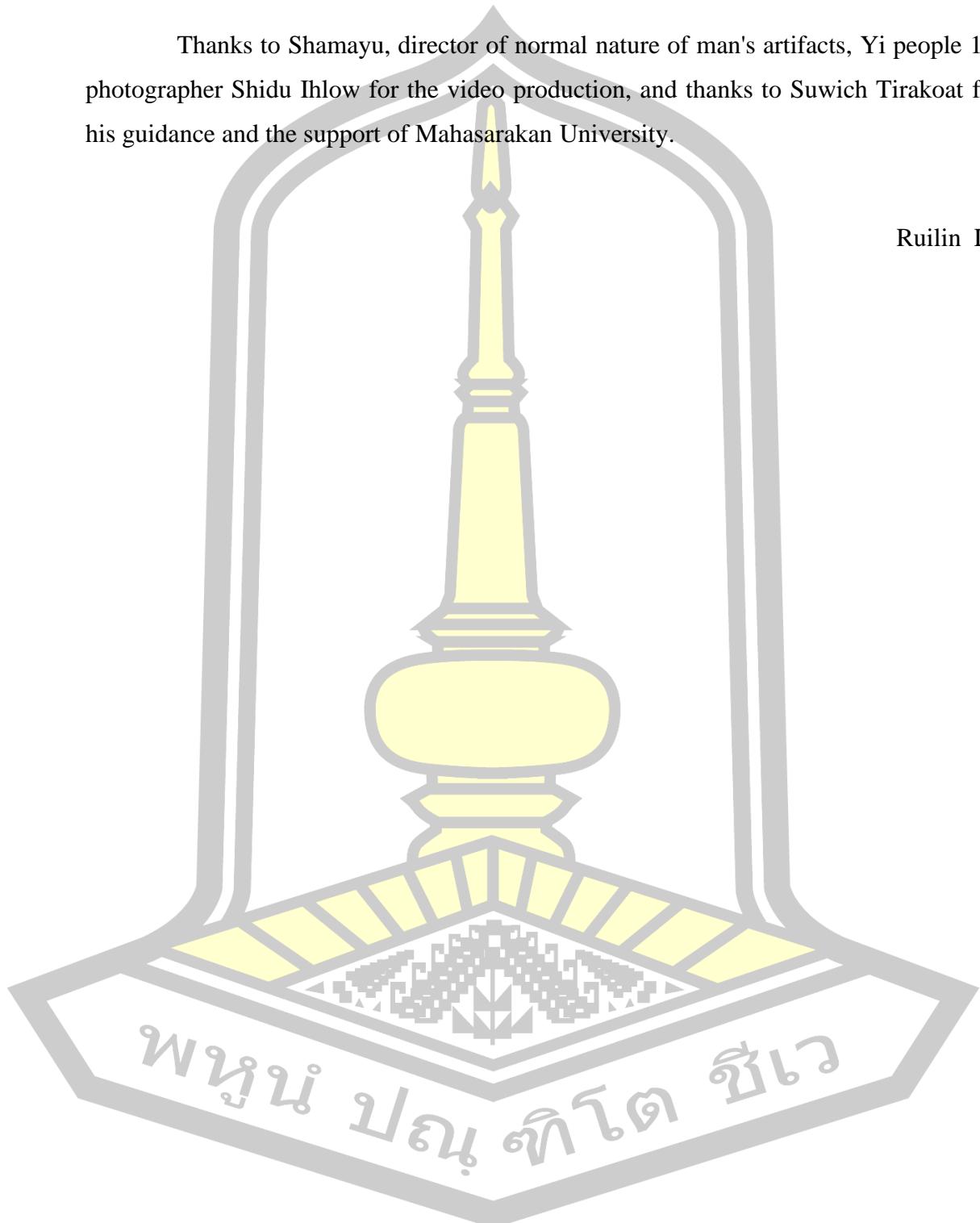
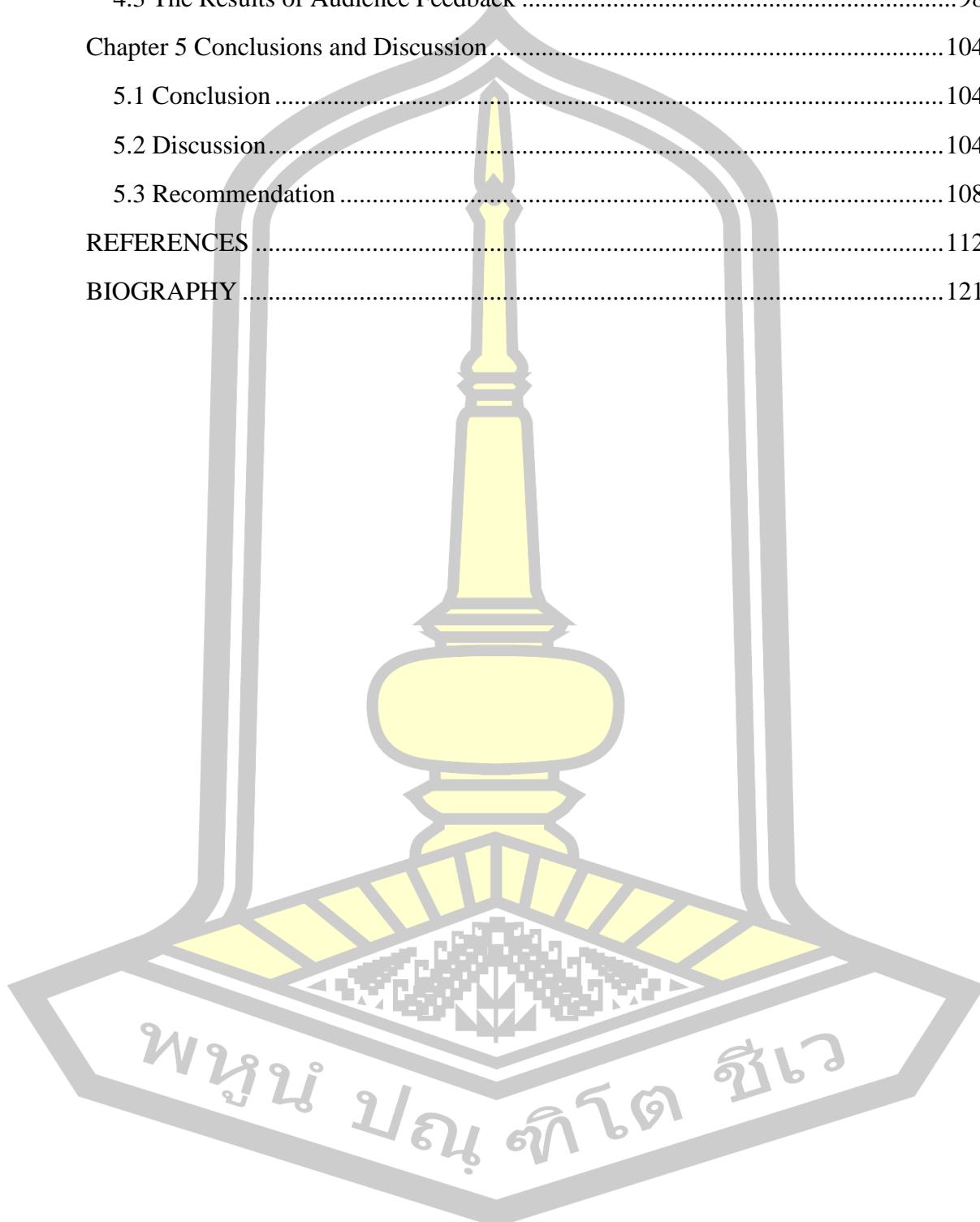


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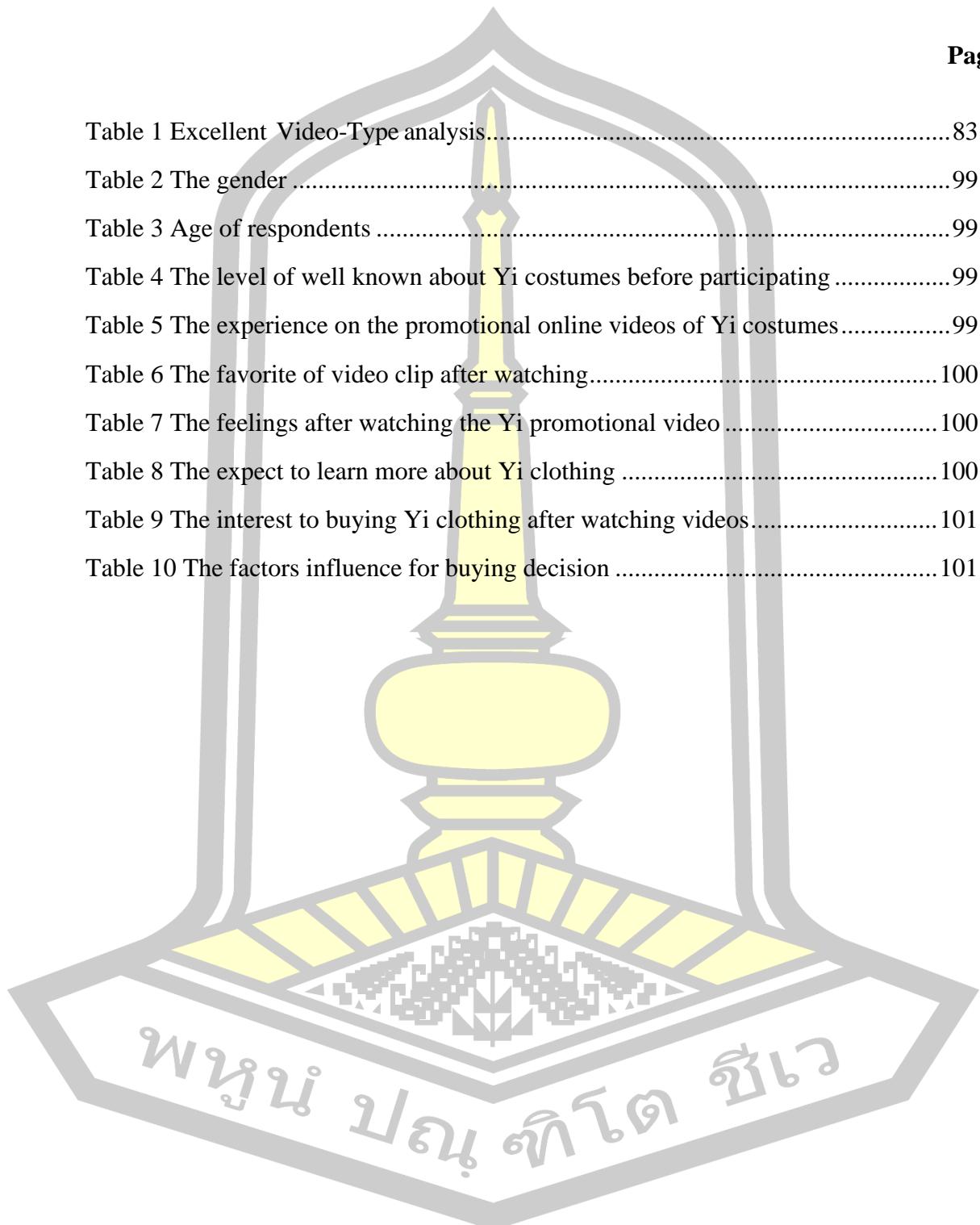
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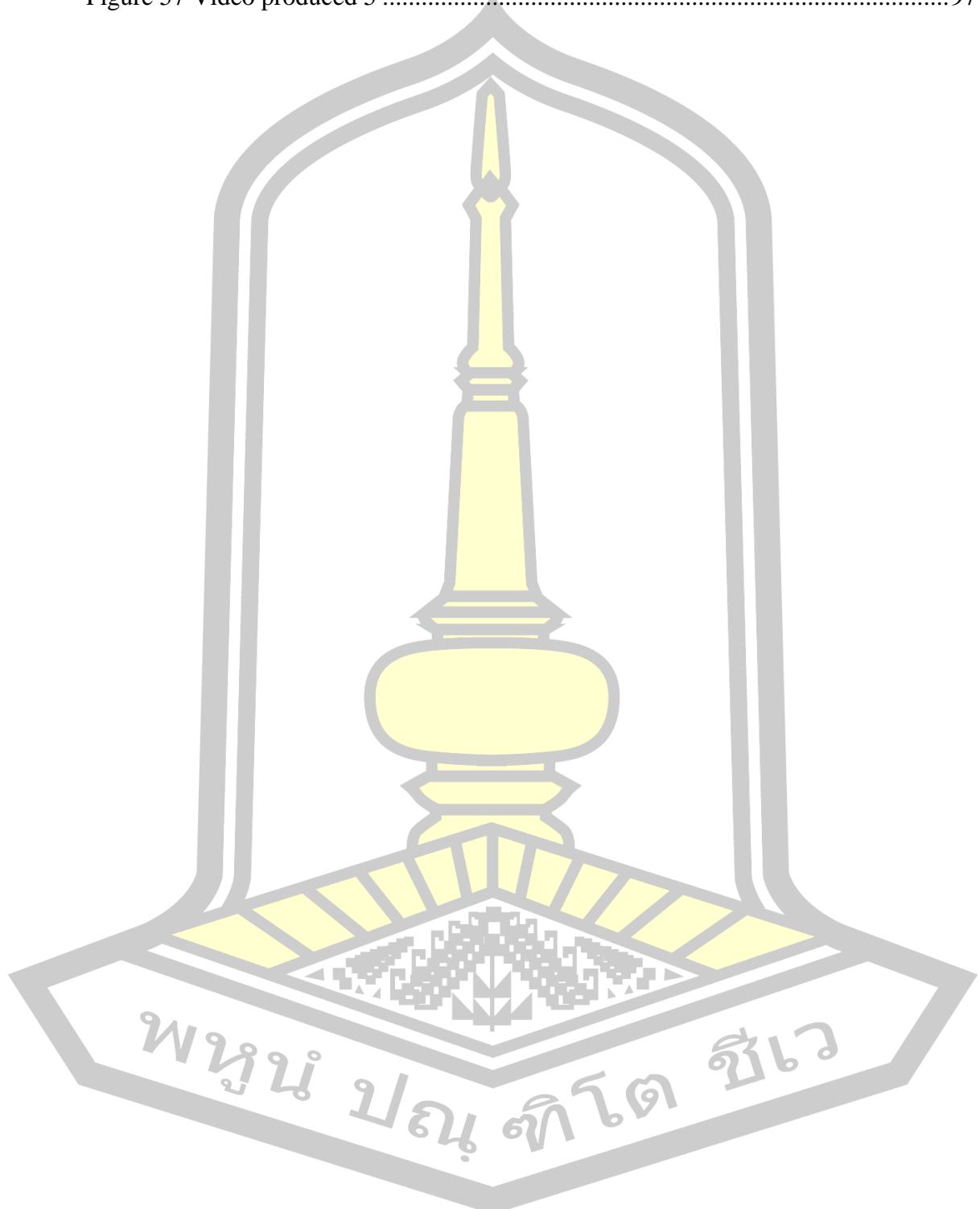


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Chapter 1

Introduction

1.1 Research's background and problems

Among the 56 ethnic groups in China, the Yi ethnic group is the sixth largest ethnic group. According to statistics in 2021, the Yi ethnic group has a population of over 9.8 million. This ethnic group has a long history and culture and has distinctive ethnic characteristics. In the ever-changing history, the Yi people have protected their own cultural products very well, and they still have a complete, own language and unique ethnic costumes.

Today, the Yi people mainly live in places between the plateau and coastal hills. The Liangshan Yi Autonomous Prefecture in Sichuan Province is the largest Yi inhabited area in China and the birthplace of Yi culture. The Yi people in Liangshan play an important role in inheriting the traditional culture of the Yi people. Excellent cultural materials will continue to stand out from history. As of June 2021, it has 4 national intangible cultural heritage handicrafts that consist of Liangshan Yi wool textile and rolling skills, Liangshan Yi lacquerware production technology, Liangshan Yi silver jewelry handicrafts, and Liangshan traditional residential construction skills. Among them, the national costumes produced by the wool weaving and rolling techniques of the Liangshan Yi people are very distinctive and are called "living fossils worn on the body." Liangshan Yi clothing is the most exciting and dazzling product of Yi culture. It has a long history. During its development, it has been in a closed traditional society and natural environment for a long time. It has been less impacted by foreign cultures. It has solemn styles, exquisite decorations and craftsmanship. It is exquisite and retains relatively complete characteristics of national costumes. The colors, patterns, styles, etc. of Yi costumes are derived from the customs and habits of people's lives and are closely related to national culture. Therefore, protecting the inheritance of Yi costumes is protecting the traditional culture of the Yi people.

In recent years, in daily life, people's awareness of paying attention to Yi costumes is diminishing. In the main urban areas of Liangshan, except for a few major

festivals, it is difficult for Yi costumes to appear on the streets in the form of regular clothes, and the Yi people no longer regard Yi costumes as their first choice. The decline of Yi costumes is in crisis, and the sales of Yi costumes are obvious. Some long-term physical stores have lost many customers and are facing closure. The number of stores selling Yi costumes is rapidly decreasing, which means that Yi costumes are gradually withdrawing from people's lives. Researchers believe that one of the main reasons why Yi products are being slowly forgotten by people is that video advertising on the Internet is not good. Looking at the entire Internet, there are only a handful of advertising about Yi products, and the promotional videos have no quality and no Due to the quantity, Yi products are not widely recognized and liked by the public. Currently, most of the people selling Yi products are local residents of the Yi ethnic group. Their education level is low, they have only used the Internet for a short time, and they know little about online promotion and online sales. They are unable to use the popular online video advertisements to promote their products. The oldest physical retail method has been used for ten years, and fewer and fewer people are buying. This is also the main reason why their physical stores are facing closure. At present, making online video advertisements for Yi products and increasing the sales of Yi products are important ways to inherit Yi culture.

Through a preliminary understanding of Douyin, the most popular short video software in China, the promotion, and sales of Yi clothing on Douyin are poor. Two publishers (Liangshan Yiyun and Yi Artificial Things) were randomly selected. The video promotion method of the Liangshan Yiyun publisher is relatively simple, which only shoots clothes and lacks beauty. The number of fans is about 5,000. The promotional videos released by Yi Artificial Products are relatively novel and have beautiful pictures. They have 356,000 fans, which makes them the most popular among Yi clothing publishers on Douyin. Most of the creators of Yi products on Douyin software are the former. Judging from the number of clicks, fans, and sales, the online promotion of Yi clothing is untapped.

In today's era of rapid Internet development, the Internet economy is gradually surpassing the real economy. In order to adapt to the rapid development of the Internet age, the sales focus of Yi clothing should be shifted to online sales. The clothing of the Yi nationality has ethnic characteristics, very few people know about

it. If you want to increase the sales of clothing of the Yi nationality, you must first focus on online promotion. With the continuous evolution of online promotion methods, the effective promotion of clothing is now mostly based on pictures and short video advertisements. Making exquisite and interesting short video advertisements is an important means to improve the current situation of online sales of Yi clothing.

1.2 Objectives

The purpose of this study is as follows:

- 1) to study and analysis of Yi costume characteristics and understand the current short video advertising and online sales of Yi costumes.
- 2) to design and produce video clips to promote online marketing of Yi Tribe clothing.
- 3) to study audience feedback after watching the Yi clothing promotional video advertisement.

1.3 Area of Research

This study mainly focuses on the decline in sales of Yi ethnic clothing, the rapid reduction of consumer groups, the lack of a certain system for Yi ethnic clothing video advertisements, chaotic styles, lack of unified standards, low promotion efficiency, and many unmanned video advertisements. Understand and study the cultural background of Yi clothing and gain a deeper understanding of the types and characteristics of Yi clothing. Then analyze the characteristics of Yi ethnic clothing promotional video advertisements on the Internet, learn from each other's strengths and weaknesses, collaborate with relevant professionals to create effective promotional video advertisements, and place them on new media platforms. Collect feedback from viewers after watching the videos, summarize and analyze effective production methods for promoting Yi ethnic clothing video advertisements, identify effective video types to promote sales, and improve the sales of Yi ethnic clothing to achieve the research objectives.

1.3.1 Location of research

Because Liangshan Yi Autonomous Prefecture is the largest Yi-inhabited area in the country, the Yi cultural atmosphere here is very strong and well-preserved. The researcher happens to live here and has a better understanding of the humanistic environment of this place, so this research location is in Liangshan Yi Autonomous Prefecture.

1.3.2 Population

The permanent population of Liangshan Yi Autonomous Prefecture is 4.874 million, of which 2.9365 million are Yi people, accounting for 54.56% of the total population. Therefore, this study chose the population living in Liangshan Yi Autonomous Prefecture as the main research object. The research population is mainly composed of the Yi ethnic group, with other ethnic groups being secondary.

1.3.3 Samples

Search for the keyword “Yi clothing” on Douyin software, select 100 related videos at random, watch them, and analyze the data, comparing likes, favorites, and comments, rank the top 10 videos in each category, and use the 30 best videos to find out which ones fit Yi People's wardrobe.

1.3.4 Key Informants/experts

Samak Sundaravej Dagge, a professor at the Yi People Institute of Cultural Studies, Xichang University; Niu Axia, who brought Yi people clothing to the international stage; and Shamayuyu, a promoter of intangible culture in Yi people. The excellent video creators who participated in the sample analysis of this study are: normal nature of man artifact, Star Dog, Wood Leaf, Yu Wen, Ju Ju in Paris, Zhou Bao Bao, Ji Ke Jun Yi, etc.. 200 random enthusiastic netizens participated in the questionnaire survey.

1.3.5 Data collection and analysis

This research analyzed the current video ads of Yi costumes on Tiktok software, found out the types of video ads that can affect consumers' purchase desire,

summarized experience, produced video ads suitable for the characteristics of Yi costumes and put them into Tiktok software. Through questionnaires, we finally obtained the most effective short video ads for Yi product promotion and provided experience and suggestions for the majority of Yi product sellers to make video ads.

1.4 Importance/Benefits of Research

Design and produce promotional videos with high attention and love to increase the attention of Yi clothing, let more people know about Yi clothing, like Yi clothing, buy Yi clothing, and then increase the online sales of Yi clothing. It is a study of the commercial benefits brought by merchants who sell Yi costumes, and it can bring many benefits to the development of Yi regions.

From an economic point of view, Liangshan Yi Autonomous Prefecture is an area with a backward economy in China, and its economic source is relatively single. A series of effective promotional videos of Yi costumes have been put on the Internet, so that more people can understand and wear Yi costumes. Making Yi costumes popular among people all over the country can promote the economic development of Liangshan area and improve the economic situation of Liangshan prefecture; One of the ways; from the perspective of cultural inheritance, Yi costumes are the main symbol of Yi culture, and the promotion of Yi costumes through short videos is of great significance to the inheritance of Yi culture. Therefore, this article will analyze, summarize, and summarize the existing short videos for the promotion of Yi costumes to increase the spread of short videos, increase the promotion of Yi costumes, improve the promotion methods, and increase the number of people who are interested in Yi costumes. Improve the traditional business model of Yi costumes, increase the sales of Yi costumes, and bring benefits to the economic benefits, tourism industry, and cultural inheritance of the Liangshan area.

1.5 Definition of Terms

The purpose of this study is to summarize suitable promotional video production methods for the Yi ethnic group through the study of Yi ethnic clothing short vision products, and to provide ideas for video producers to produce and sell Yi ethnic product videos. The Yi ethnic group has a wide variety of clothing, including

gender, age, formal attire, and regular attire, as well as various specialized clothing such as wedding attire, funeral attire, priest attire, and war attire. In the residential areas of the Yi ethnic group, Yi women wear colorful clothes, usually embroidered or embroidered tops, pleated long skirts, and black headscarves. Yi men often wear black narrow sleeved tops with lace and pleated wide legged pants. In addition, the type of clothing varies according to age and gender. Generally, young men and women's clothing is brightly colored, with a preference for contrasting colors such as red, yellow, green, orange, pink, and a variety of patterns. Middle aged people have fewer patterns in their clothing, using colors such as sky blue, green, purple, blue, and white, with a simple and dignified appearance. Elderly people often use green and blue cloth, and generally do not make flowers. The Yi people tend to favor the three colors of black, red, and yellow in their color choices, which are the foundation and root of their colors, as well as the soul of their colors.

Short video advertising refers to a type of advertising that uses short videos as a carrier and can be played on various short video platforms. It supports high-frequency push of video advertisements and can be viewed in both mobile and short leisure modes. The playback time can be seconds or minutes. In the era where short videos can be watched anytime, anywhere, advertisements can appear in any video. They can be a traditional promotional advertisement or a subtle appearance in the video content you are interested in watching. Nowadays, advertisers like to create the latter, and audiences also like to watch the latter because watching such advertising videos does not feel monotonous. The types of new media advertising videos are also very diverse. This study summarizes the following types based on the content of short videos:

Life skills: This type of short video mainly shares practical life skills to help viewers solve problems in life; Funny: This type of short video is mainly characterized by humor and parody, attracting the audience's attention through various funny things; Positive energy type: This type of short video conveys positive and upward information, stimulating the audience's positive energy, such as touching stories, inspirational speeches, etc; Food category: This type of short video mainly shares content such as food preparation, tasting, evaluation, etc., to meet the taste buds of the audience; Talent category: This type of short video showcases various

talent performances, such as singing, dancing, magic, instrument performance, etc., allowing the audience to appreciate and like; Exquisite Appearance Category: This type of video utilizes shooting techniques to create exquisite and beautiful content, which can include characters, objects, or nature. In the early stage, researchers watched short videos of successful Yi ethnic products on various platforms, most of which belonged to the category of exquisite appearance. So this article mainly focuses on researching the production of videos with exquisite aesthetics.

In today's life, most people are addicted to short videos, and various short video platforms have emerged one after another. But in China, the video software with the most users and the greatest influence is the "Tiktok" software. Everyone from the elderly in their 70s and 80s to the children in their 20s and 30s watched Tiktok, and everyone was the producer of Tiktok. Tiktok is a short video social software for music creativity. This software was launched on September 20, 2016 and is a short video community platform for users of all ages. The software allows users to choose songs, shoot music works, and create their own works. According to the data released by SensorTower, as of April, the number of Tiktok downloads has exceeded 300 million in 2021. Tiktok will have a huge scale of video in 2021, and by June, the average daily viewing volume has exceeded 20 billion. Therefore, the video on Tiktok software is selected as the research object in this study, which is a good choice for comprehensive measurement.

In recent years, due to the rapid development of short video networks, everyone has a mobile phone and can watch videos of interest anytime and anywhere. In the past two years, led by the development of online videos, national costumes have increasingly appeared in people's sights, which has given everyone a better understanding of National Costume Month Europe. Among them, Yi costumes are one of the traditional costumes of the Yi people. They are usually handmade from pure wool, from collecting wool, spinning it into thread and dyeing it, to weaving, cutting and embroidery, all of which are handmade in the normal human nature, mostly in black, red and yellow. Exquisite embroidery craftsmanship and exquisite silver jewelry, worn as a complete set, will make people marvel at its beauty. The clothing of the Yi people has obvious national characteristics and is beautiful and exquisite in style. It is being presented to people all over the world. Taking the Italian

luxury brand Fendi as an example, on May 16, 2023, FENDI teamed up with the Yi curator Jike Junyi and invited the Yi intangible cultural heritage inheritors Asi Wuzhimo and Legusari to combine Yi embroidery with Silver jewelry production technology was displayed at FENDI's 'hand in hand' craftsmanship art exhibition, and a beautiful bag with Yi embroidery style was released. There is currently a serious polarization in Yi embroidery. On the one hand, it is gradually becoming known to people in the fashion industry; on the other hand, daily finished clothing is hung in physical stores. Except for local Yi shoppers, few people go in to buy it. The word physical store, as we all know, is a noun that comes after online shopping, as opposed to online stores. Nowadays, people are gradually familiar with the process of online shopping. When shopping online, they can learn about the purchasing characteristics and style of products through short video advertisements without going out. The purpose of this study is to study the production skills of short video advertisements for Yi clothing and make some suggestions for unsaleable Yi products in order to increase the sales of Yi products. As shown in Figure 1 Yi people embroidered bag on display at Fendi, Figure 2 Handmade embroidery is on display at the Fendi event and Figure 3 Promotional photos of Jike Junyi event.

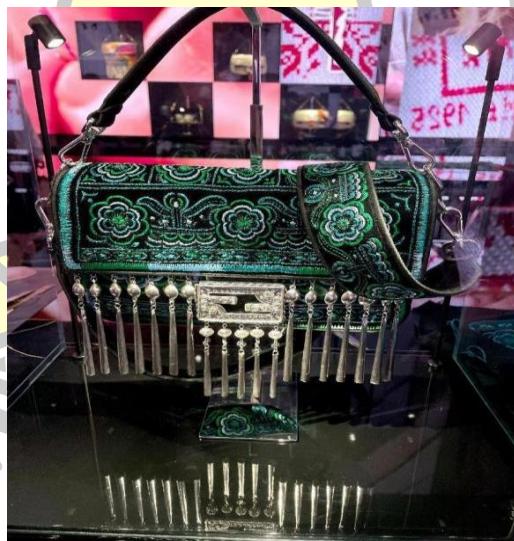


Figure 1 Yi people embroidered bag on display at Fendi



Figure 2 Handmade embroidery is on display at the Fendi event



Figure 3 Promotional photos of Jike Junyi event

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Chapter 2

Literature review

2.1 Yi people

The Yi people are an ethnic minority in China with a long history and splendid culture, including colorful customs, unique music and dance, exquisite handicrafts, etc. Foreign scholars' research on the Yi people mainly focuses on the history, culture, and language of the Yi people. Japan has "Southwestern China" (1982) by Yoshiro Shiratori, and Britain has Wennington's "Slaves of Liangshan" (1959). Since the 1990s, foreign research on Yi studies has reached a new level. The American Ethnological Society has long been paying attention to research on the Yi people in China, and has drawn many meaningful and influential conclusions, further exploring the connotation of Yi culture. For example, American scholars Steven Hao Rui's "Ethnic Relations and National Identity in the Field—A Study on the Yi Community in Southwest China" (2000) is representative.

2.1.1 Yi culture

Xiong Ruizhu (2019), in her research on ethnic cultural change from a non-heritage perspective, said that in the long history of Yi people, they have been in a closed state in the early days, so they have their own wonderful cultural practices. Yi people culture is a diverse, colorful, unique and charming form of culture that embodies the charm of Chinese multiculturalism. Yi people has a rich variety of customs and customs, both rich cultural heritage and unique ethnic characteristics. Marriage in Hong Kong usually requires the consent of both parents. Young men and women in free love, will go through a series of engagement ceremony, including matchmaking, eat the right wine, engagement wine, etc. On the day of marriage, the man is often tested by the woman's family, including splashing water and dusting off cigarette ashes, which symbolize the cleansing of the past for the arrival of a new life. Yi people has a tradition of "Killing sheep" and "Killing cows" to greet guests. When a guest visits, the host will be based on the identity of the guests and the degree of intimacy, slaughter the corresponding livestock hospitality, to show respect for the guests. Before killing the animal, the host invites the guest to look at it. This custom

shows respect and trust to the guest. Of all the traditional festivals in Yi people, the torch festival is the most famous. The torch festival symbolizes the triumph of light over darkness, and people in Yi people light torches for dancing, singing and competitions. In addition, there are flower-arranging festival, drum festival and so on, these festivals are full of strong national characteristics and religious significance. Religion in Yi people is primarily primitive, including nature worship, totem worship, ancestor worship and the concept of Animism. There are other customs in Yi people, such as the worship of godparents and the coming-of-age ceremony, which are rich in ethnic characteristics and deep cultural connotations. Customs in Yi people are an important part of Yi people culture. They not only play an important role in Yi people people's lives, but also provide valuable information for the study of Chinese national culture and history.

2.1.2 distribution of Yi people

According to the chronicles of the Yi people in Southwest China, the origin of the Yi people, and the general history of the Yi people in China, Yi People's history of origin can be traced back to about 7,000 years. Yi people is characterized by large dispersion and small settlement. Geographically, they are mainly distributed in Yunnan, Sichuan, Guizhou and Guangxi provinces. The main settlements are in the Sichuan Liangshan Yi Autonomous Prefecture and the Yunnan Chuxiong Yi Autonomous Prefecture. According to the seventh national population census, Yi People's total population is about 9.8 million. The ethnic name "Yi" originated from the first ethnic identification work completed by the Chinese government between 1949 and 1954. It is our country minority nationality branch most national, also is in the Chinese 10% national self-proclaimed and so on name most complex national. The distribution of Yi people is characterized by large mixed and small settlements, that is, the population of Yi people is distributed not only in the larger Yi areas but also in the areas inhabited by other ethnic groups. This distribution pattern makes Yi people culture and other ethnic cultures blend, forming a diverse and harmonious cultural landscape. The language and script of Yi people belong to the Sino-tibetan branch of the Yi people branch of the Tibeto-burman language family. It can be roughly divided into six different dialects. They have their own characters. A

dictionary of the Yi people has been published. Yi people is rich in ancient books and folk customs.

2.1.3 Eating habits in Yi people

Wang Wenguang and Li Yanfeng (2011), review and reflect on contemporary Yi identity in Yunnan. The ideological front says: The Yi people have profound cultural heritage and colorful culture. Jing Jing, who studies the folk customs of the Yi people, mentioned in his doctoral thesis that ancient Yi books involve the fields of Yi history, literature, philosophy, astronomy, calendar, and medicine. In ancient times, the Yi people formed their own unique views and methods on calendars and religious beliefs. Over the years, it has formed its own language, food, clothing, religion, song and dance culture. The diet of the Yi people has the characteristics of the geographical environment and natural conditions of the Yi area and the national living habits. Due to the superior irrigation conditions in lake basins, valleys and other places, people in this area tend to grow rice, and their diet is mainly rice. The Yi people living in the mountainous areas take advantage of the area's abundant light resources to grow wheat, corn and other grain crops. The development of animal husbandry of the Yi people is mainly based on sheep and pigs, but also chickens and cattle. The Yi people have many delicacies, such as hand-caught lamb chops, Yi lump meat, Yi spicy chicken, flavored blood intestine, jar beef, fragrant tripe, roasted suckling pig, roasted potatoes, fried potatoes, buckwheat flour, bean curd, whole steak beef feast, Frozen meat, crispy rice noodles, pickled cabbage soup, vegetables with residue, as well as fine wines such as pole wine and rice wine. During the Yi New Year and festivals, the Yi people's dishes will become very rich and varied, such as mutton and beef soup pot, steamed pork ribs, mound meat, fried glutinous rice cake and so on. In the eyes of the Yi people, wine is an indispensable gift for entertaining guests.

2.1.4 Eating habits in Yi people

Yi people pay attention to etiquette, guests to the home, must be good food and wine to entertain guests, with a "Big mouth eat meat big mouth drink wine" title. An jing (2018), research on the ideological and political education functions of Yi people folklore: As long as the guests enter the house, they will be entertained with

wine and then enjoy various Yi dishes carefully prepared by the host. To this day, the Yi people are still a conservative nation and they have their own beliefs. Liu Hao mentioned in "Looking at Yi Folk Houses from the Customs and Culture of the Yi People" that the religion of the Yi people has always been in an ancient primitive state. Among the many faiths, ancestor worship and nature worship are the most common. The ideological basis of ancestor worship is the concept of "Three Souls Theory" and "Ancestral Realm". The ancestors of the Yi people generally believe that their deceased ancestors have three souls, each with a different destination. One is to wait at the cemetery, the other is to return to the ancestral world to gather with the souls of the ancestors, and the third is to stay at home to worship the ancestors on their spiritual tablets. The three of them merge into one to influence and influence the fortunes and fortunes of future generations. According to the ancestors of the Yi people, fire, stone, trees, water, sun and moon, etc. in nature are all alive and human. Therefore, they worship all the gods to make their life smooth. But among these gods, "fire" is one of their most worshiped objects. The jubilant "fire dragons" in Yi villages and the ever-extinguishing fire ponds in Yi folk houses during the annual "Torch Festival" are the most typical manifestations of the worship of the God of Fire. (Liu Hao 2003), wrote in an article titled Yi People Residence in Yi people: The Yi people have many unique customs and have many festivals of their own. The main festivals include the Yi New Year, Dance Festival, Flower Arrangement Festival, Torch Festival, February Eighth Festival, Dragon Sacrifice (praying for rain), etc. The Yi people wear traditional costumes, , celebrate with singing and dancing, taste traditional food, worship ancestors and pray for blessings. Among these festivals, the Torch Festival and the Year of the Yi People are undoubtedly the grandest.

2.1.5 The religion of Yi people

Because the Yi people respect fire and regard fire as sacred, they have established a traditional festival specifically for fire, called the "Torch Festival", which takes place on June 24th of the lunar calendar every year and lasts for three days. During the festival, people dressed in costumes gather on flat dams or gentle slopes near villages to participate in various grand activities, such as singing, dancing, horse racing, bullfighting, sheep fighting, wrestling, beauty pageants, torch lighting,

etc. The activities are rich and colorful, crowded. As shown in Figure 4 grand torch festival and Figure 5 Beauty Contest 2023 Beauty Pageant Champion.



Figure 4 grand torch festival



Figure 5 Beauty Contest 2023 Beauty Pageant Champion

Ban Xia (2020), in her article on traditional festivals and customs in Yi people, says: According to the Yi calendar, the year is divided into twelve months, each month consists of two ten days, and there are five "end days" as special days at the end of the year. Therefore, the Yi people have their own beliefs, which are called "Yi Year". The Yi Year is a relatively important traditional culture in the Yi culture. People will hold grand celebrations at the beginning of the Yi calendar to worship their ancestors and gods and pray for peace and a good harvest in the coming year. Similar to the Chinese New Year, during the Yi New Year, family members who work in various places will return to their hometowns, reunite, kill pigs and cows, and visit relatives to pay New Year greetings.

2.1.6 residential characteristics of Yi people

Kexin said life (2023) an article on Yi People's cultural customs and characteristics mentioned: The traditional buildings of the Yi people are mainly wooden structures, with distinctive features and spatial flexibility. The most representative one is the pavilion, which is the most distinctive type of traditional architecture of the Yi people and is mostly used in ancestral halls, family homes, ancestral halls and other places. The structure of a pavilion is generally composed of wooden columns, wooden rafters, wooden beams, wooden boards, etc. Most pavilions have one, two or more floors, with colored tiles on the top, and interior decorations such as wood carvings, paintings, and rattan weaving. In addition, there is a special architectural form in the traditional architecture of the Yi people called "square". This kind of building is usually a large wooden structure supported by rows of wooden pillars, with a large open space in the middle. It can hold some celebration activities and can also be used as a gathering place for the Yi people. The traditional architecture of the Yi people is characterized by simplicity, exquisiteness, rigorous structure and strong durability. It occupies an important position in the lives of the Yi people and is known as the "national treasure". As shown in Figure 6 Yi people's architecture.

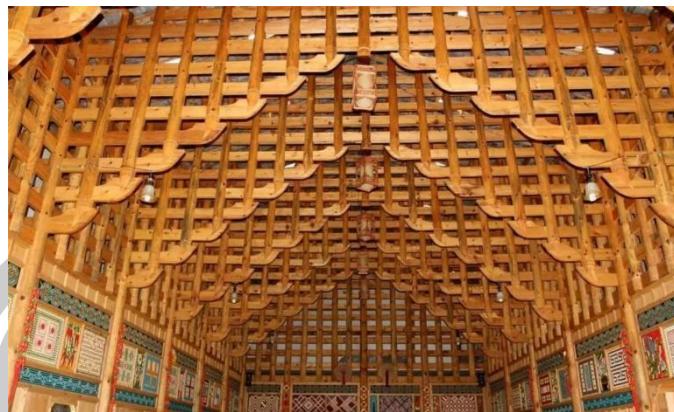


Figure 6 Yi people's architecture

In addition to the characteristic cultural inheritance introduced above, other distinctive products of the Yi people include Yi costumes. The clothing of the Yi people has a long history and distinctive features. It is not only a cultural symbol inherited by the nation, but by understanding this symbol, we can also understand the spiritual characteristics of the Yi people's culture and understand the Yi people's lifestyle and history and culture.

2.2 The intangible cultural heritage of the Yi people in Liangshan

The intangible cultural heritage is the product of generations of wisdom and labor and is a precious asset of human society. The cultural value of the intangible cultural heritage is the internal motive force for its development and continuation. As a cultural resource, intangible cultural heritage has great economic value. The protection and utilization of intangible cultural heritage resources has always been the focus of the development of national culture. In 2005, the state issued relevant opinions on the protection of intangible cultural heritage, the Government of the People's Republic of China of provinces, autonomous regions, municipalities directly under the central government, ministries and departments under the State Council, and all directly affiliated institutions are urged to strengthen the protection of intangible cultural sites. To protect the tangible cultural heritage and raise the awareness and awareness of intangible cultural heritage. In the study of Intangible Cultural Heritage Communication, some scholars have analyzed the spatial transmission of intangible cultural heritage from the perspectives of country, natural environment, community and place. (Kumikato 2016), in community, connection and

conservation: the Cultural Value of natural heritage-taking the Mishima World Heritage Site in Japan as an example, this paper analyzes how the actual interaction between community residents and nature promotes the formation of community conservation communities, stress the need to maintain the link between man and nature. some scholars have explored the communication value of libraries, museums and other places for intangible cultural heritage, from the Intangible Cultural Heritage Archives Preservation and improvement, Intangible Cultural Heritage Visual Communication Design, audience interaction and experience, etc. . With the development of information technology and the rise of various internet platforms, resources from all sides have been integrated, providing a vast space for the spread and development of intangible cultural heritage. Bob mckercher advocates the integration of intangible cultural heritage and Tourism to achieve the sustainable development of Intangible Cultural Heritage Sites.

Li Hu (2018) , in his discussion on the flow of inheritors and the protection of ethnic intangible cultural heritage, noted that domestic research on intangible cultural heritage has focused on three major themes: protection, inheritance and development. Since 2005, the awareness of domestic intangible cultural heritage protection has been increasing. A search for “Intangible cultural heritage” and “Communication” on zhizhi.com yielded more than 2,000 relevant articles, the research on the protection of intangible cultural sites is very rich in strategy, communication strategy, value exploration, stakeholders and so on. China is a multi-ethnic country, national cultural resources for the national economic and cultural development of the power. The research on the Intangible Cultural Heritage Communication of ethnic minorities in China is becoming more and more rich, with a strong interdisciplinary color. Combining theories of sociology, anthropology and ethnology, scholars have analyzed and discussed the spread of ethnic intangible cultural heritage from various angles. It focuses on the ecological environment of the intangible cultural heritage and the role of the Inheritors and communities in the dissemination of the intangible cultural heritage of ethnic minorities. Li Hu explores the impact of the flow of Intangible Cultural Heritage on conservation and heritage.

Zhao Bowen (2018), on the flow of inheritors and the protection of ethnic intangible cultural heritage. The Journal of South Central University for Nationalities

argues that people in the community are the main intangible cultural heritage of ethnic minorities, and advocates that communities should empower their residents to better protect and pass on their intangible cultural heritage. Liangshan Yi people is rich in intangible cultural heritage resources. The Intangible Cultural Heritage Project covers traditional folklore, folk literature, traditional arts and crafts, traditional music and traditional dance. As far as the inheritance of Liangshan intangible cultural heritage in Yi people is concerned, it mainly focuses on the study of the development path of the industrialization of traditional arts and crafts, and emphasizes the protection of the inheritors of intangible culture and the teaching and inheritance of skills. They include the industrialization of traditional embroidery products of the Yi people in Liangshan, lacquer ware from Yi people, woolen textile products from Yi people, etc. . Looking back at the history of Yi people embroidery, it has been hidden and rooted in the folk for thousands of years. There are more than 100 kinds of embroidery in Yi people. The embroidery techniques, represented by flower skirts, skirts, mandarin jackets, Baotou, aprons and flower bags, are exquisite in composition, rich in colour and full of charm.

Liangshan County (2023), According to Liangshan County's miraculous ruins, Yi People's clothing plays an important role in Yi People's cultural treasures. Yi people is a history book without words. In 2014, Yi people clothing was included in the fourth national-level Intangible Cultural Heritage Representative Project List. The dazzling array of silver ornaments reflects the craftsmanship of Yi people centuries and thousands of years ago. The process is complex and the process is fine. Just over 200 tools are required. A total of weaving, washing, carving, mosaic, hanging and more than 20 processes. This "Yi silver ornament", passed down from generation to generation, was included in the second batch of state-level Intangible Cultural Heritage Works in 2009. The painting techniques of Yi people lacquerware have many advantages. The lacquerware products produced by exquisite technology, modeling diversity, elegant appearance, non-toxic, odorless, acid and alkali resistance, high temperature resistance, non-deformation. In 2008, Yi people lacquer painting skills were listed in the National Intangible Cultural Heritage List. The traditional houses of the Yi nationality are very representative among the Chinese houses, especially the "Chuandou" mortise-and-tenon structure buildings in Meigu County. In

June, 2021 yi traditional architectural skills (Liangshan Yi traditional residential building skills) were selected as one of the fifth batch of national-level Intangible Cultural Heritage representative projects. As shown in Figure 7 Yi traditional clothing and Figure 8 Yi lacquerware.



Figure 7 Yi traditional clothing



Figure 8 Yi lacquerware

2.3 Advertisement

Xu Zhenglin and Xue Minzhi (2008) reviewed the research contents of six foreign core advertising journals in the review of Western advertising research in 2007. The focus of this study is to review the most representative relevant research in the frontier advertising field. In the article "A review of Western advertising research in 2007", it clearly puts forward three levels of western advertising research: Applied Research, theoretical research and cultural research; Considering that the theories and methods involved in advertising research are extremely complex and include not only communication and marketing, but also psychology, consumer science, statistics,

sociology and spiritual science, can draw lessons from the advertising discipline, which undoubtedly opens up a new perspective for advertising research.

2.3.1 The meaning and function of advertising

Advertising is a marketing activity that uses different media and forms, such as television, radio, newspapers, magazines, and the Internet, to disseminate information about a product, service, or idea to the public. The purpose of advertising is to attract the attention of potential customers, increase the visibility of the product or service, change or influence the attitude and behavior of consumers, and ultimately achieve sales growth, brand building or other marketing objectives. (Wang Zijun 2017) in the Western classical advertising theory comprehensive inquiry mentioned that advertising is a social science field of economic discipline. It reveals the scientific law of advertising promoting product sales. How to establish a positive corporate image in the minds of consumers, forming consumer loyalty, has been the issue of advertisers thinking. The enterprise needs to take the consumer as the center, use the integrated marketing to maintain and benefit from the brand equity; In the moment of crisis, always be alert to danger and achieve the expected results. Sreejesh, (s. Paul, J. , strong, C & P, JL 2020) . Consumer response to the association's media advertising: the effects, conditions and mechanisms of media interaction mention that the main function of advertising is advocacy and persuasion, which play an important role in influencing consumer decision-making. The purpose of this paper is to study the effects of information sources, available information resources and information argumentation on consumers' attitude towards advertising. These reactions can affect the formation of brand attitude. Research on the effects of advertising focuses on five types of responses: emotional response to advertising; cognitive attitude to advertising; brand awareness and purchase intention.

Wang Zijun (2017) in the Western classic advertising theory of comprehensive exploration found that: when the information in the advertisement is sufficient, information refinement processing increases, persuasion effect will improve. The reverse is also true, but only if the available sources of information coincide with the sources of information needed. Positive brand awareness will increase and the relationship between positive cognitive structure and brand will be

strengthened when the full information transmission in advertisement is combined with positive attitude to brand. When the advertisement contains insufficient information, coupled with negative brand attitude, the negative perception of the brand will grow and strengthen the negative cognitive structure and brand relationship.(Zhang Yu 2017) a dynamic study of advertising communication in the context of the mobile internet mentioned (Zhou Ziyuan 2017) describing the development of content advertising in mobile advertising from a communication perspective, and from the point of view of ceremony, aim and influence, this paper puts forward some problems that should be paid attention to in the current advertising communication, which are very important for the accurate marketing and personal recommendation, and takes the local advertising as the starting point, continue the “Content is advertising, advertising is content” trend of development. (Hou Peisheng 2020). Deconstruction and disenchantment: a brief account of the development of advertising theory in the 20th century refers to the Second World War, the Western society, the market environment has changed greatly. The recovery of productivity has led to changes in the market environment. The products are becoming more and more abundant. Advertising should not only be able to spread product information, but also to seek a change in reality. At the same time, the change of media also promotes the change of media ecology.

2.3.2 The type of advertisement

The more popular social media abroad are Facebook and Instagram. (Sheldon, p. And Bryant, K. 2016) . Instagram's motivations and its relationship to tonal and contextual eras point to differences between the two social media platforms. Facebook is an information-oriented medium with a large number of users, and ads are often presented in a static and structured manner; the story-related features on Instagram allow advertisers and users to interact more flexibly and has a higher entertainment value. (Belanche, d., CENJOR & Perezrueda, a 2019) Instagramstores oversus facebookwall: advertising effectiveness analyzes the effectiveness of ads on Facebook and INS and points out that story ads on INS make viewers more active than ads on Facebook and ads on INS in general. But it also makes the audience feel more intrusive. Compared with static text and picture ads, dynamic video ads can

produce better advertising effects, for example, it can make the audience of ads with higher arousal and stronger memory. Yang Ting's analysis of advertising ethics in the context of the internet mentioned that according to the data analysis of the China Internet Advertising Data Report from 2020 to 2022, the size of China's internet advertising market is between 500 billion and 600 billion yuan, with an annual growth rate of about 9%. Compared with the traditional advertising model, internet advertising has more advantages, the role of economic stimulus is more obvious, in the advertising market occupies a very important position (Yang Ting 2023). High-quality advertising can not only make users aware of the usefulness of products, but also guide consumers to rational consumption, increase product sales, which is in line with the construction of socialist core values.

2.3.3 Short video advertising

Zheng Yingyue (2022) in the media short video advertisement communication research short video advertisement mainly through short video in the video display advertising content one form. From the perspective of platform adaptability, short video ads can be presented on various new media clients such as social chat, news, short video applications, etc. This form is easy to watch, greatly broadened the scope of dissemination, but also high-frequency push advertising content. The communication of short video advertisement needs to enhance the expressive force of visual symbols in video. The short video advertisement needs to carry on the summary to its content, guides the Hot Topic, in order to attract the general audience's attention. (Yang. K-C, Huang. C-H. Yang. C. & Yang. S. President 2017) . Consumerattitude toward Online videoadvertisement: youtube as a platform. Kyberaetes has researched video ads on YouTube. In their research, they found that the entertainment, information and credibility of advertising will have a positive impact on audience attitudes, while the stimulation of advertising will have a negative impact on audience attitudes, and then affect the willingness to buy. According to the 52nd "Statistical Report on the development of the Internet in China" released by the China Internet Network Information Center, as of 2023 June, the number of netizens in our country had reached 1.079 billion, the number of short video users reached 1.026 billion. It accounts for 95.2% of the total internet population. Short video is

becoming more and more popular because of its entertainment, fragmentation, interactivity and the ability to meet the diverse needs of users without time and space constraints. With the development of technology, people have more and more diverse ways to access information, short video format to obtain instant information has become a trend.(Liu Yun 2023) in the new media communication field of vision of short video advertising communication strategy, said that under the new media conditions, the emergence of short video has not only changed the way of cultural communication, also makes the cultural information more intuitionistic transmission to the public's life. Short video ads include a variety of elements such as advertising copy, characters, plot, background music and so on. All kinds of components make short video advertisement spread in different forms such as fun, entertainment and humanities, thus making people's sensory experience get great satisfaction. Through the short video, the audience can understand the cultural content more quickly, thus promoting the cultural development. In addition, short videos can help viewers better understand the social, cultural and historical background, making them more receptive to new information. (Liang Chen Jing, Jiang Mengmeng, Tu Sunna 2017) in Mobile Short Video: The Future of advertising, TV Guide directly summarizes the development of the mobile advertising model, it shows the evolution of mobile advertising from general media to online mobile advertising to mobile app purchase. The advantages and disadvantages of these three mobile advertising models are compared. Then, according to the current popularity of short video, forecast the growth of mobile short video ads. As a new form of media, short video has the characteristics of rapid information dissemination, wide range and strong interaction. Its rapid development and application for commercial advertising to provide more display space. (Li Yuan 2023) , in discussing the spread of short video in the new era, said that compared with traditional media, short video advertising in the cultural industry pays more attention to user experience and is more likely to attract users' attention and interaction, so as to enhance the dissemination of advertising information. (Li Jianna 2023) , in her research on the effect of story plot on short video advertisement, mentioned that the effect of video advertisement can be measured from cognitive level, attitude and emotion, and behavioral intention. The choice dimension of advertising effect needs to be chosen based on the starting point

of the research itself. Users advertise a product on Douyin, on the one hand to gain the audience's love of short video advertising content, and on the other hand to let consumers have a preliminary good impression of the product in the advertisement. So when the consumer wants to buy a similar product, you can think of this product.

2.4 Production of short videos

Tian Zhu (2020) mentioned in his research on micro-video creation and publicity in the context of the all-media era: Media Forum with the progress and development of technology, mobile Internet technology is also improving, mobile intelligent products emerge one after another, the replacement speed is faster and faster. A lot of new media applications emerge, short video browsing has become an important consumer preference, many short videos explicit or implicit advertising more and more, short video has become an important channel for entrepreneurs to conduct advertising marketing. Short video production simple, low threshold for short video innovation and development laid the foundation. (Mkarpinska-krakowiak, Amodlinski 2014) at Prankvertising-Pranksasaneformofbrand found that certain ads can be more prominent in short video content about everyday life and can also be more interesting to viewers and users, while attracting attention, video producers take this opportunity to spread their product or brand positioning. (Han Min Bong 2021). To strengthen the media integration, pay attention to planning and creation, to ensure the high quality of railway theme microvideo products, mentioned in the communication: regarding the video production part, many experts and scholars will choose to study how to improve the shooting level of short video, the early shooting work is the key to affect the quality of micro video production picture. Good shooting material, not only a richer perspective, the picture effect is better, can effectively enhance the visual experience of the audience. (Xia Ying 2020) mentioned in the innovation strategy of Local TV micro-video, in order to improve the effect of the work, the use of filming techniques is the key. (Li Tianxiao 2023) explores the creative path of micro-video production under the background of new media and puts forward that the shooting of short video covers the coordination of characters, props, scenes, lighting, etc. . However, in the actual shooting, not simply put people or things into the picture, but to pay attention to skills, such as shooting composition skills and

lens skills. (Zhao Yuna & Ma Jungang 2018) , in several reflections on popular science micro-video design, mentioned that in order to stand out among the numerous works, it is necessary to increase the innovation and appeal of short videos, and the post-production is a crucial link, need to pay attention to the post-production level, can better achieve innovation, and improve the visual expression of short video works and ornamental.

With the transfer of classical advertising research, many scientists have also conducted a preliminary study of short video advertising habits. The birth and development of short video make the interaction between the two more complex. Viewers and users can decide their own preferences for short video content, which also means that short video platforms, users can choose whether to watch ads. This control autonomy to video advertising has brought benefits and disadvantages. On the one hand, video producers must have a very short period of time to avoid viewers directly skip the ad, so this is more demanding of video creators. On the other hand, by allowing users to select the ads they want to see, they become more focused on the overall AD. Thus, greater user autonomy may lead to active user-sharing behaviors, such as sharing ads, user reviews, and focused information searches.

2.5 Online sales

Wu Jining (2020) in the online consumption of the impact of the retail space in Guangzhou, said:Online consumption, I. E. Online shopping, was first defined by M. Messily proposed that he defined online shopping as: consumers through shopping sites to buy goods or services, and these goods and services are multimedia way through the global information network presented to consumers.(Chen Keming 2016) in the SY company network marketing strategy research mentioned: according to Judith Strouse, “Through the widespread use of information technology, internet marketing can achieve the following goals: first, through the use of more effective market segmentation, target market differentiation and channel strategy, to shift to a more business-friendly marketing strategy, thereby creating greater value for customers; second, more effective planning and implementation of Internet marketing concepts, marketing strategies, distribution strategies, product prices and services; and third, to create transactions that meet the needs of individual and organizational

customers. Network sales, refers to the modern network technology based on the realization of electronic trade sales activities. Strouse also writes in Internet marketing that “Internet marketing” is a combination of information technology and traditional marketing activities.(Feng yingjian 2000) in what kind of enterprise suitable to carry out network marketing mentioned: Network Marketing Field of authoritative expert Dr. Feng yingjian think: Network marketing as a corporate marketing strategy an important component, it is the summation of all kinds of activities which take the internet as the basic means to create the network management environment, and its goal is to realize the enterprise whole management goal. The establishment of online business environment is to promote the pre-established marketing-type sales site through some specific strategies, so as to establish and expand the relationship between users and other sites.(Du Yonghuang 2018) in the D Company network marketing strategy research mentioned: from the perspective of transaction means, the parties of e-commerce transactions through electronic means of commercial transactions, not through face-to-face communication or direct interviews; from a technology perspective, e-commerce is a collection of technologies, including information collection, information transmission, information reception and information processing technology.(Wu Jianning 2020) in the study of the impact of online consumption on the retail space in Guangzhou, looking for that mentioned: with the advent of Mobile Information Age and the rapid development of Internet technology, the efficiency and universality of information technology has brought great changes to people's life and work. At present, the upsurge of e-commerce is sweeping the world, becoming the focus of information technology-related industries. As an important part of e-commerce, with the popularity of the Internet and the proliferation of network users, online consumption is developing rapidly. E-commerce, especially the formation and development of e-retail, has effectively stimulated China's domestic demand and rapidly become an important source of economic growth in China.(Liu Zhenfeng, Sharla Cheung & Xi Guangliang 2015) in the impact of online shopping on personal travel and urban retail space research progress and inspiration mentioned that since the worldwide popularity of online shopping, the relationship between online consumption and traditional shopping trip has been the focus of domestic and foreign scholars. Due to the different development

level of e-commerce in the world, scholars in different countries often present different results in this field. But their research ideas are similar, from the perspective of consumers, to explore the impact of online consumption on consumer behavior, and to explore the relationship between online shopping behavior and physical shopping behavior, then it deduces the influence of network consumption on traditional retail trade. So far, scholars believe that there are four relationships between online shopping and physical shopping: substitution, promotion, revision and neutrality. (Yang Huiwen 2014) , in her research on customer participatory design in the context of online sales, said: . There is a seller, there is a corresponding buyer, online sales and online shopping between the two are complementary. Yang Huiwen of East China University emphasized in her research on customer participatory design in the context of online sales: numerous surveys have shown that conservative consumers who were not used to the new form of online shopping, such as the elderly groups, small towns and rural residents, in the impact of social trends, also began to contact the network shopping, become potential users. The participation degree of the public to the network shopping has certain enhancement in the breadth and the depth. It can be seen that the rapid development of network sales, the use of a wide range of people is very wide. (Chen Keming 2016) mentioned in the SY company network marketing strategy research: the Internet marketing has many advantages. For some small and medium-sized enterprises whose market competitiveness is relatively weak, network marketing has the characteristics of wide application, strong effect and low cost, all kinds of small and medium-sized enterprises came into being as the times require. At the same time, online marketing offers small and medium enterprises an opportunity to compete on a level playing field with big companies that would be unthinkable in traditional marketing.

2.6 Related research

2.6.1 The current research on the clothing culture of the Yi nationality

The Yi nationality is a nation with a long history and splendid culture. Yi costumes occupy a very important position in the overall culture of the Yi nationality. The simple decorations, gorgeous colors and fine workmanship fully reflect the wisdom and aesthetics of the Yi people. In 2014, Liangshan Yi costumes were

included in the fourth batch of representative list of national intangible cultural heritage. The inheritance and development of Yi costumes have attracted great attention from governments at all levels and the people. Because the clothing of the Yi nationality is deeply integrated with the traditional culture of the Yi nationality, more and more relevant experts and senior Yi people are conducting research on the clothing of the Yi nationality.

A study of Yi People's costume culture in China, (Zhong Shimin and Zhou Wenlin 2008) in team mobility: Chinese Yi costumes mention the differences in gender, age, formal and conventional dress in Yi people, and functional differences in wedding and funeral gowns, clerical gowns, and war gowns, the hierarchy of the founding ceremony of the People's Republic of China social stratification and the interaction of the southwest ethnic costumes. The geography of Yi people clothing in terms of texture, style, accessories, patterns and so on remains to be collected.

In the daily life of the Yi people, people of different ages wear different styles of clothing. For example, Yi women wear four sets of clothes, reflecting the different ages and identities in their lives. Underage girls wear children's clothes, change into youth clothes after the children's dress-changing ceremony, change into middle-aged clothes after becoming mothers, and wear old clothes after becoming grandmothers. Most Yi men wear their hair on top of their heads, which is called "Tian Bodhisattva". It is an ancient traditional costume. After adulthood, the hair is pulled into a bun, and the head is wrapped with a blue cotton or silk turban. The turban is in the shape of a sharp cone and is pointed to the left side of the forehead. Men of the Yi ethnic group regard being beardless as a beauty and often pluck out their beards from a young age. The baby boy's left ear was pierced and he wore earrings when he was a little older. As shown in Figure 9 Yi men's clothing.

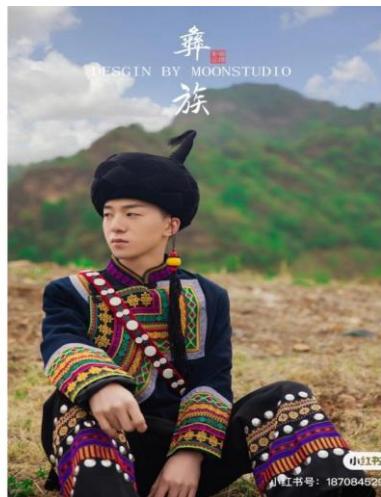


Figure 9 Yi men's clothing

Ba Moaimo, kubmo, Usamo (1992) published the folkloric records of the Yi people in the name of a research group in Yi people, which provides a deeper understanding of the cultural connotation of Yi People's clothing. First of all, starting from the types of clothing in Yi people, systematically combed the regional differences of clothing in Yi people, especially the three sub-dialects of Liangshan type of clothing in Yi people a comprehensive description, inheritance of ancient clothing, to express gender, age, identity, season, special function and folk belief, and to interpret the folk customs of Yi people costumes; This paper analyzes the normative functions of folk culture in the four stages of life ceremony, adult ceremony, marriage ceremony and funeral ceremony.

There are many kinds of costumes of the Yi people in Liangshan, which are classified according to the dialect area: Yinuo area, Shengcha area, and Suodi area. The Yinuo style is mainly distributed in Zhaojue, Leibo, Meigu and other areas. In the Yi nationality, "Yinuo" is a local language, which means the Yi nationality area with large trouser legs. In this traditional typical clothing, men's tops are mainly blue Or mainly black, with tight fit as the beauty. In this kind of clothing, there are embroidered decorations with Yi nationality's characteristics on the chest or sleeves. This type of clothing is characterized by wide trousers, of which the widest trousers are 170 cm, just like skirts. Unmarried women in the traditional typical clothing of the Yinuo style usually wear a folded rectangular headkerchief in blue as the main color on the top of their heads, and their hair is braided and coiled on top of the

headkerchief. If it is a married woman, there will be more layers on her head. If it is a woman who has given birth and her headdress is different from others, she needs to change to a lotus leaf-shaped soft cap. Women's clothing in the typical Yinuo style traditional clothing is mainly composed of three parts, namely smocks, vests, shirts, etc. Women of different ages naturally have their own differences in their clothing and have their own characteristics.

In the Shengcha area, its main epidemic areas are the places inhabited by Yi people such as Sichuan Xide, Yuexi, and Mianning. From the perspective of clothing characteristics, men's tops usually include underwear, waistcoats, and outerwear. Underwear is usually white cloth gowns, and outerwear is mainly made of blue and blue fabrics. Men's trousers also have their own characteristics, such as relatively wide trouser legs, which can usually reach about 100 centimeters. The clothes of Yi women are more gorgeous. Their waistcoats are generally black and ring shoulders, and flower decorations are an important part of them, especially the armholes and hems, which are usually decorated with a circle of snow-white rabbit fur. Compared with young women's clothing, middle-aged and elderly women's clothing is slightly more low-key and solemn in color, but overall, it still does not lose its charm. Mainly. In the clothing of the Yi nationality, the qerwa commonly used by men and women is woven from white, gray, and blue wool threads. Tassels are one of its important features. There are many of them and the length can reach 30 cm. At the same time, it has a certain function of keeping out the cold.

The Suodi area, which we call the small trouser leg Yi area, is popular in Butuo, Zhaojue, Huili, Dechang and other areas in Sichuan. This kind of clothing is beautiful with a short jacket, not more than the navel. The clothing is dotted with multiple rows of dense buttons, the trousers are small, the crotch is wide, and the waist is large. Yi men wear it like breeches. Elva. Most of the bottom-style women's clothing is a short-sleeved cardigan covered with a shirt, which is the same as men's clothing. Pleated, "The pleats of the skirt are as long as 200 centimeters in circumference, shaped like morning glory, the length of the skirt reaches the ground, and the hem spreads out around. When a woman walks, the skirt is elegant and scattered, the colors are shaking, and the body looks slender and graceful, like a butterfly flying gracefully. "This design can fully reflect the graceful posture of

women. For a better distinction, young women usually wear a green scarf with floral thread on their head, which is folded on the top of the head and stands on the top of the forehead. Married women wear tall black hats, and if they need to change the decoration on the top of their heads after giving birth, their hair should not be exposed, and they should wear bamboo-framed, round-topped and large-plated hats.

Wen Haodong (2019), a clothing collector from Yi people, has written a monograph, "Pictures of traditional Chinese Yi costumes", which analyzes the six major costume types in various Chinese dialects from the late Qing dynasty to the Republic of China century, as well as the costumes of the major branches in Yi people and Yi people. Three-dimensional and detailed pictures in Yi, Chinese and English are introduced, supplemented by size, region, age, style, pattern, craft, clothing collocation and so on. The book starts with the folk life world, the clothing type and the cultural expression of the local society, drawing on the basic working methods of photography and image presentation, and combining the description of clothing culture in written and oral literature, from the functional use and texture of clothing classification, raw materials, decoration and color, and so on. To summarize and sort out the dress patterns and cultural images of Yi people over the past 100 years, thus roughly implementing the expression and cultural inheritance of the traditional social dress of the Yi people, the detailed concept of folk aesthetics provides a relatively complete field research example for the systematic compilation of costume iconography, and each group of language and image narration reflects the academic consciousness of contemporary scholars.

Su Xiaoyan (2008)'s monograph, "Culture and technology of Yi people costumes in Liangshan", is based on field research in Daliang Mountains, this paper comprehensively constructs the vertical cultural history and horizontal region of Liangshan Yi people clothing, and analyzes and introduces the clothing of Liangshan Yi people from all angles, documented and demonstrated the production process of Liangshan Yi people clothing, with an emphasis on cultural anthropology.

2.6.2 Current research on the publicity of Yi costumes on online platforms

Today, with the rapid development of science and technology and the diversification of people's aesthetic needs, the development and inheritance of Yi

clothing needs to keep pace with the times while sticking to its own characteristics. It is not only necessary to inherit the traditional publicity mode, but also actively invest in the new era of media. Only in this way can it be more beneficial to display Yi costumes in front of the public. Let the Yi costumes appear in new forms and new connotations and affect people's lives. While inheriting and spreading the Yi culture, the cultural productivity of the Yi people has also been flourishing.

In recent years, the Internet has developed rapidly. From blogs that mainly spread texts at the beginning, there have been media such as Weibo and WeChat public accounts that mainly use pictures + text as the main way of publicity, and then rapidly developed to spread short videos. Douyin and TIKTOK, which are based on methods, are very popular with the public.

Long Wenwu (2008), a scholar of the Yi nationality who studies the direction of the media, mentioned in his latest study "The Communication of Yi Nationality Costumes in Short Videos" that short videos are booming at this stage, and people must make good use of high technology to make minority cultures popular. Focus on display, construction, and dissemination, among which the display, dissemination, and sales of Yi costumes in short videos are a good way to convey. At present, short videos are developing rapidly, bursting out with strong vitality, and also affecting people's production, life and consumption patterns, and relying on diverse and easy-to-understand features, they continue to grow and develop. Creators disseminate video content through various audio-visual means such as text, sound, and video. Different creators have different personal life experiences, knowledge structures, and hobbies, so the content of creation and dissemination is also different, showing the characteristics of contention among a hundred schools of thought. With the continuous advancement of information technology and the continuous update of analysis algorithms, short video platforms can accurately and quickly find target video users, enabling people who love Yi costumes to more fully invest in the inheritance of Yi culture. When playing the video of appreciating Yi costumes on the short video platform, consumers can not only buy Yi costumes, but also make comments and make suggestions. Relying on the fast, easy-to-understand and strong interactivity, the Yi costumes can be widely used the dissemination of Yi nationality costumes will

promote the innovation of Yi costumes and achieve better network marketing and promotion effects.

The article "Aesthetic Characteristics of Short Videos of Ethnic Minority Internet Celebrities" written by communication expert (Tang Ying 2022), proposes that with the support of intelligent and convenient technology, the self-media dissemination of short videos, including videos, images, sounds, and texts, has made UGC one of the mainstream ways of content production and dissemination in the new media ecosystem, guiding and reshaping the values and aesthetics of media consumers and even the entire society. In the article, the author mainly proposes to shoot short videos about ethnic minorities with internet celebrities as the main characters. This is one of the topics to be studied in this article, which can provide strong reference for this article. Tang Ying also mentioned in "The Aesthetic Characteristics of Minority Internet Celebrity Short Videos" that how to make recipients generate strong visual and emotional experiences in fragmented short videos, trigger their memory function and generate corresponding attention transfer, is a creative difficulty for all short video producers, including minority internet celebrities. In this sense, the development of niche internet celebrity short videos should not be immersed in short, fast, low-level, and fragmented entertainment aesthetics. Instead, it should be achieved through the artistic composition of the images, the relationship between images, and the comprehensive use of colors, lines, and other methods with deep aesthetic and aesthetic characteristics, which can convey the aesthetic meaning of daily life of the people and increase the dissemination of short videos. In recent years, Liang Jiaqi's short videos have entered people's vision with a fierce momentum. At the same time, short video platforms have also seen "internet celebrities" labeled as ethnic minorities. They have strong communication power and influence, performing themselves and spreading ethnic culture through short videos, and exploring their own short video narrative logic in the emerging media landscape.

Ethnic minorities have formed their unique cultures through long-term life practice, including a series of ethnic cultures full of unique charm such as language, clothing, art, and values. Foreign scholars Itsarate, (Dolphen 2014) found in the study that the dissemination of minority language and culture through various media is

crucial to promoting the cultural development of ethnic minorities, the most critical of which is to make full use of the local knowledge media in ethnic minority areas. At the same time, understanding minority languages is conducive to communication between ethnic minorities and foreigners, and eliminates mutual prejudice and misunderstanding.

Under the environment of rapid development of new media and self-media, watching short videos has become one of the main ways for people to relax, entertain and obtain information. It combines sound, text and pictures to display information to people more vividly and effectively. The upsurge of short videos, It has attracted a large number of scholars to study it, such as the development status and prospects of short videos, and some development strategy research around these

One is to focus the research perspective on the development of short videos and their future prospects and challenges. (Liu Tiezhu 2020) Team Mobility: Research on Domestic Network Short Videos: Current Status and Trends proposed a systematic analysis of the research hotspots of short videos from the definition, development history, as well as the themes and theories studied by scholars in recent years. On this basis, constructive prospects are proposed for the future development trend of short videos. In the analysis of the future development trends and influencing factors of short videos in China, (Zhao Na and Tan Tian 2019), mentioned that in their research, by discussing the development trends of content, industry, and ecology that short videos will experience in the future, they pointed out the factors that determine whether short videos can go further in the future. Whether it can become the adhesive for media integration, industrial upgrading, and social harmony is a key factor.

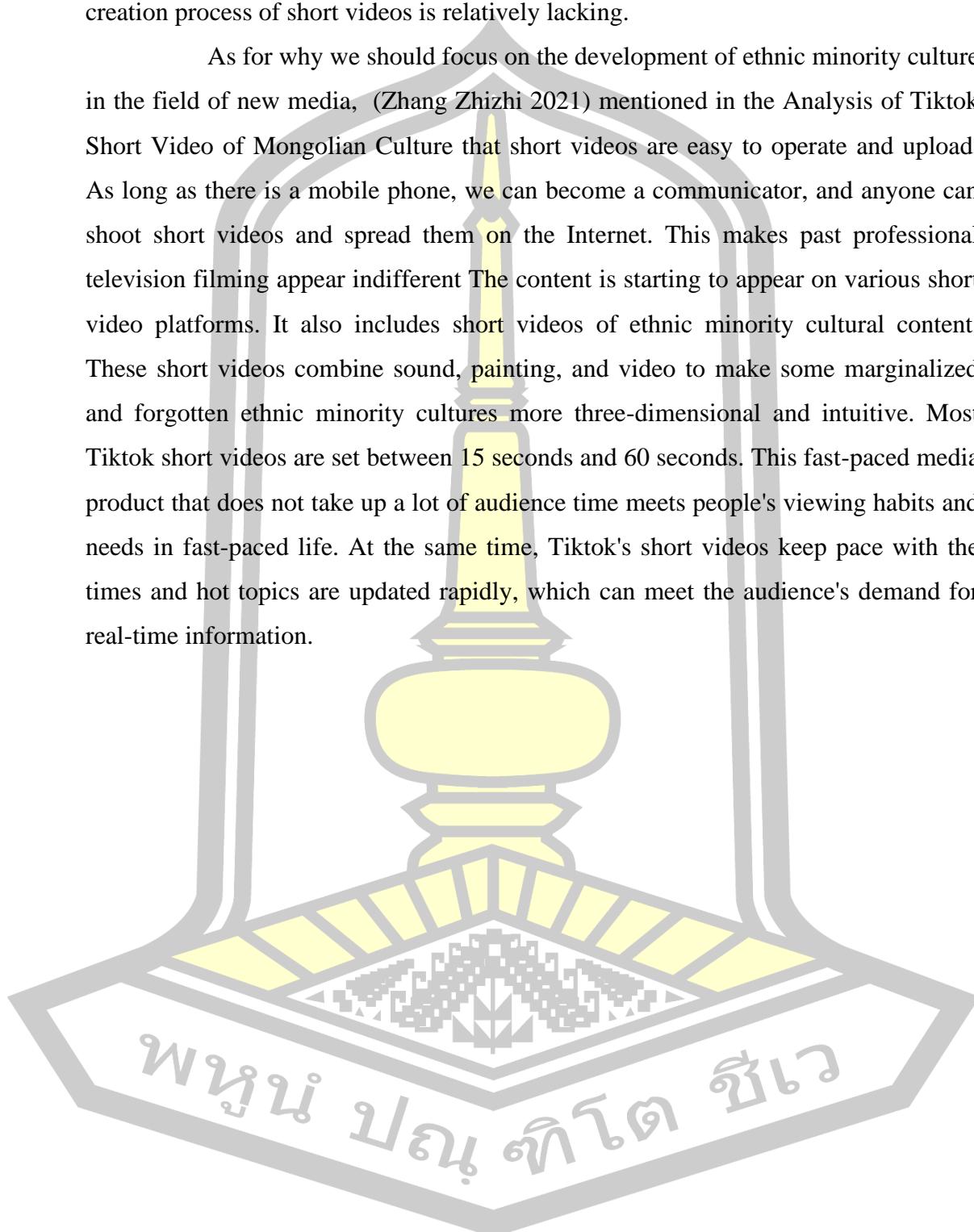
Mou Chunlin, Cui Haoyue (2019) Team Mobility: In the creation and development of short videos in the new media era, it is proposed that short videos have also enriched the promotion trend of online advertising, presenting new trends in advertising development. From the analysis of the above scholars, this research perspective is relatively macro. The second is to pay attention to the development of short video platforms and apps, especially research on platform governance and profit models. (Fan Siqin 2021) pointed out in the current development status and thinking of short video platform business models that advertising marketing, short video e-

commerce, and user payment are the three main marketing models of short video platforms, which bring huge profit space and value to the short video industry. However, at the same time, short video platforms also need to pay attention to how to innovate and develop on the basis of the current development model, in order to achieve their sustainable development. (Wang Yifan 2020) pointed out that the quality of short video content and technical innovation of short video platform are the key to its survival from the analysis of Tiktok short video platform. With the arrival of the short video era, short video platforms such as Tiktok and Kwai have developed rapidly. However, in its development process, the lack of platform governance and content regulation has also made its disadvantages increasingly prominent. How to strengthen the governance of short video platforms, innovate marketing models, and achieve sustainable development of short video platforms is an important topic that scholars have been exploring for a long time. The third type of research focuses on the specific content production and dissemination of short videos. (Nirobar Alti and Zheng Liang 2021) pointed out in the characteristics, trends, and difficulties of short video content production in the era of new media: there are problems such as homogenization of creation, lack of market regulation, and financial constraints. This is the dilemma faced by short video production in the current era of new media. At the same time, it is also proposed to strengthen content innovation, break free from capital constraints, and rely on the power of the government, platforms, and society to create a good ecosystem for the development of the short video industry. (Mei Xi 2020), taking the "News Network" Tiktok account as a case study, proposed that: focusing on the content production of news short videos, she proposed that the content production of news short videos needs to find a suitable breakthrough, innovate the form of visual presentation, increase the interaction frequency, and maintain the speed of content update is an important measure to promote its development and give it new life.

Through sorting out the above three parts, we can find that although the relevant research results of short videos have been continuously enriched in recent years, there are few studies combining the image construction of ethnic minorities with short videos. On the other hand, in-depth research on short video creators

Participatory observation, and further research on the analysis of the production and creation process of short videos is relatively lacking.

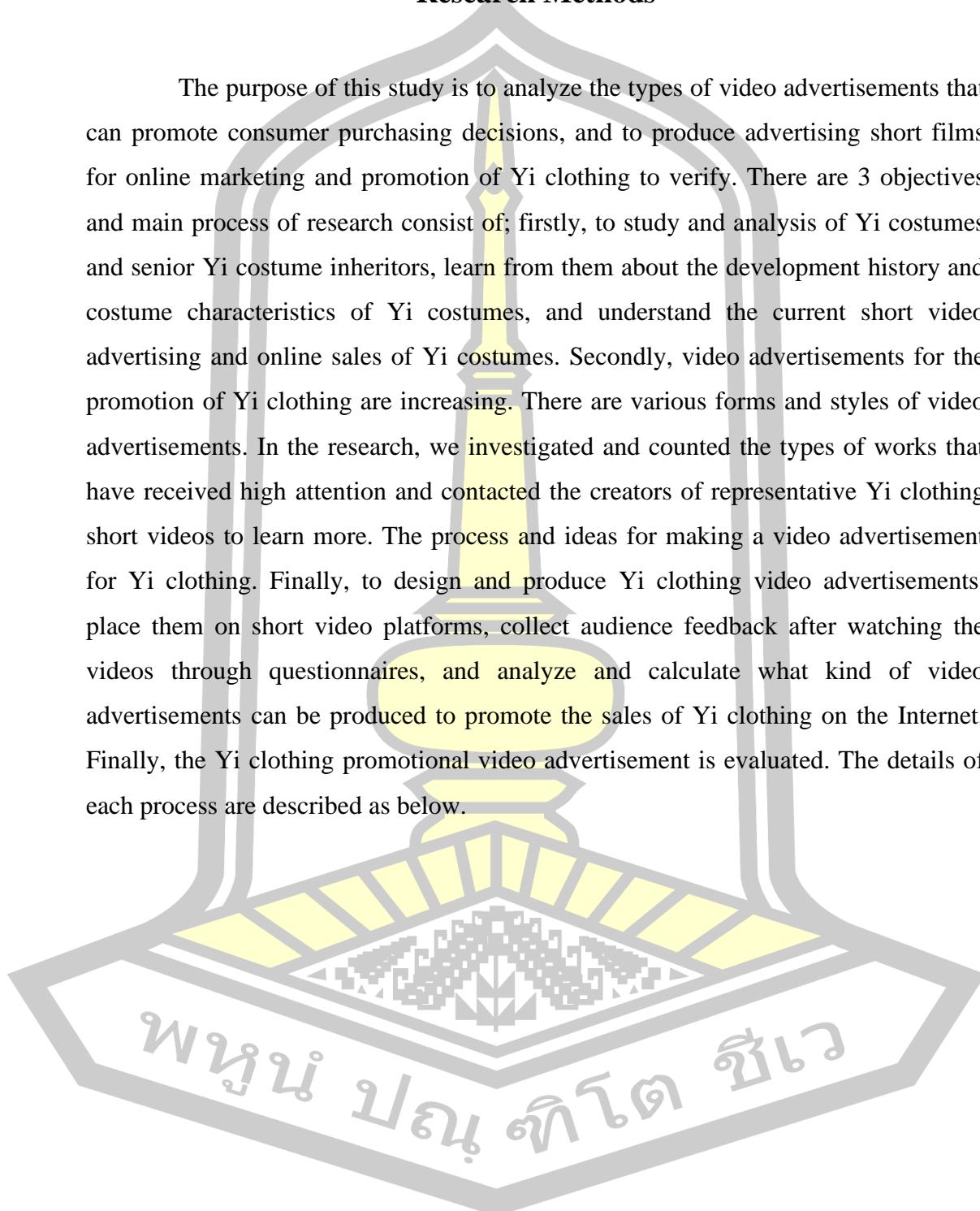
As for why we should focus on the development of ethnic minority culture in the field of new media, (Zhang Zhizhi 2021) mentioned in the Analysis of Tiktok Short Video of Mongolian Culture that short videos are easy to operate and upload. As long as there is a mobile phone, we can become a communicator, and anyone can shoot short videos and spread them on the Internet. This makes past professional television filming appear indifferent. The content is starting to appear on various short video platforms. It also includes short videos of ethnic minority cultural content. These short videos combine sound, painting, and video to make some marginalized and forgotten ethnic minority cultures more three-dimensional and intuitive. Most Tiktok short videos are set between 15 seconds and 60 seconds. This fast-paced media product that does not take up a lot of audience time meets people's viewing habits and needs in fast-paced life. At the same time, Tiktok's short videos keep pace with the times and hot topics are updated rapidly, which can meet the audience's demand for real-time information.



Chapter 3

Research Methods

The purpose of this study is to analyze the types of video advertisements that can promote consumer purchasing decisions, and to produce advertising short films for online marketing and promotion of Yi clothing to verify. There are 3 objectives and main process of research consist of; firstly, to study and analysis of Yi costumes and senior Yi costume inheritors, learn from them about the development history and costume characteristics of Yi costumes, and understand the current short video advertising and online sales of Yi costumes. Secondly, video advertisements for the promotion of Yi clothing are increasing. There are various forms and styles of video advertisements. In the research, we investigated and counted the types of works that have received high attention and contacted the creators of representative Yi clothing short videos to learn more. The process and ideas for making a video advertisement for Yi clothing. Finally, to design and produce Yi clothing video advertisements, place them on short video platforms, collect audience feedback after watching the videos through questionnaires, and analyze and calculate what kind of video advertisements can be produced to promote the sales of Yi clothing on the Internet. Finally, the Yi clothing promotional video advertisement is evaluated. The details of each process are described as below.



3.1 Research Design

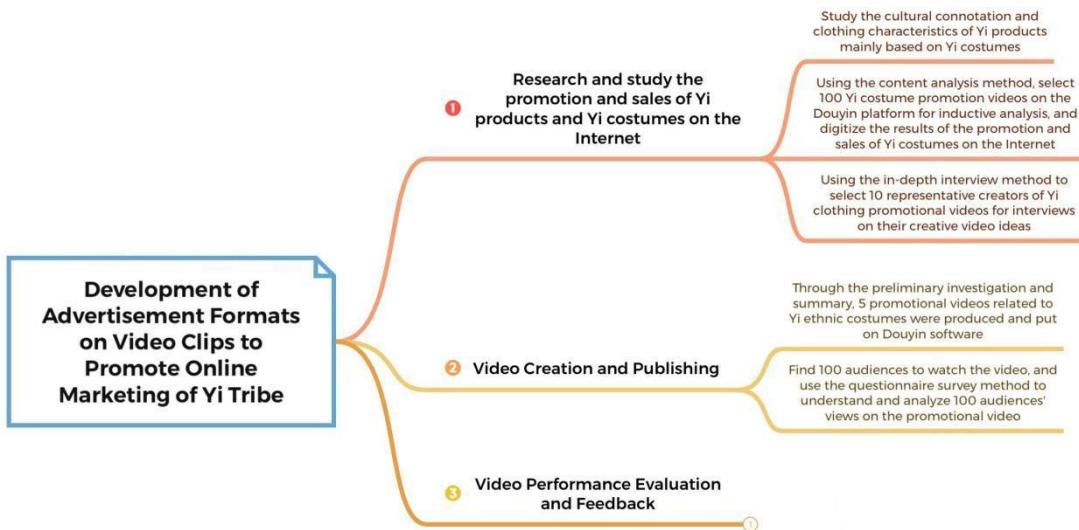


Figure 10 Research Design

In the early stages of this study, we reviewed a large amount of data and interviewed many Yi experts to understand the characteristics and cultural heritage of Yi clothing, the functions and types of Yi clothing, and the promotion and sales of Yi clothing on the Internet. Then study the style type of video advertising, the type of Yi clothing promotion video, study its content presentation form, display style, screen design, etc., as well as the number of clicks, likes and comments, and digitize the results. Based on the data from the content analysis method, through preliminary investigations and conclusions, we have a preliminary understanding of how to make promotional videos for Yi costumes and what styles of promotional videos for Yi costumes are effective. The next work is to create a promotional video for Yi clothing. This study will produce 5 innovative videos and put them into Douyin software, and then use the questionnaire survey method to make 200 questionnaires, distribute them to 200 eligible respondents, and analyze the audience's response to the 5 videos released opinions and suggestions. Finally, conduct performance evaluation and feedback on the published videos.

3.2 Understand Yi costumes and related short video advertisements

Through a large amount of data analysis in the early stage, this study adopted the content analysis method on the premise of understanding the Yi costume culture.

It will analyze relevant short video advertisements on the Douyin platform, including a preliminary analysis of short video types popular among other ethnic minorities, as well as short video content posted by bloggers focusing on Yi clothing. After extraction, it is analyzed and summarized based on the content presentation form, character language style, image display characteristics, character expression form, elements contained in the short video screen, etc., and is finally digitized to provide an objective and systematic quantitative description.

Sample Selection Criteria

First, we analyzed the short video platforms of the entire domestic network and found a platform suitable for placing Yi product promotional videos, which has the effect of getting twice the result with half the effort for this research. After a comprehensive understanding, the summary is as follows:

At present, domestic short video platforms include: Douyin, Kuaishou, Huoshan Video, Xigua Video, Weishi, Meipai, Pipixia, Haokan Video, Bilibili, Weibo Video, etc. Each of these platforms has its own characteristics, and viewers can choose their favorite platform to watch videos based on their own needs. After analyzing the advantages and disadvantages of each of the above video platforms, it was finally determined that Douyin APP is the most suitable platform for posting the videos produced in this study. As a social media platform with a large number of users worldwide, Douyin has a large number of active users. It is expected that the number of users will reach 690 million in 2022. This means that doing business on Douyin can reach a huge group of potential customers, expand sales channels and Brand exposure; Douyin uses short videos as the main form. Users can display products through dynamic video content, vividly display life moments, skill sharing, entertainment and comedy and other diversified content to attract more users' attention; Douyin platform has advanced Big data recommendation methods can recommend selected content to users based on their interests, behaviors and preferences, improving the exposure and dissemination of the content; The Douyin

platform supports various content forms, such as food, travel, fashion, talent, parent-child, rural areas and farmers, charity, etc. Users can watch it on their mobile phones anytime and anywhere to meet the needs of different audiences; Douyin users can comment and click below the works Like, share and collect to form a good interactive atmosphere and help content dissemination. At the same time, Douyin also supports short video creators to interact with fans to enhance user stickiness; the Douyin platform has established a complete business system, including advertising, e-mail. Various monetization methods such as business promotion and live streaming provide abundant business opportunities for creators and merchants; The Douyin platform has powerful data analysis capabilities, which can help creators and merchants deeply understand their target audiences, optimize content and marketing strategies, and improve conversion rates; the Douyin platform covers all walks of life, whether they are individual creators, enterprises, or institutions. Everyone can establish their own brand image on Douyin and expand their influence in the industry. The audience of Douyin includes various groups of people. Among them, most of the people aged 20 to 50 who have the strongest spending power choose to use the Douyin platform. This group is conducive to the sales and promotion of the Yi products in this study.

To sum up, the Douyin platform has the advantages of a huge user base, rich content forms, powerful recommendation algorithms, and mature business systems. It is an ideal choice for short video research and practice in this article.

Secondly, we analyzed several ethnic groups that are relatively popular on Douyin and found that their publicity on the Internet has its own characteristics, and each ethnic group has its own label. In layman's terms, each nation actually has its own language, culture, costumes, customs, etc. In fact, these can be produced as video content and put on the platform for everyone to understand, but the more content, people tend to If you fail to leave a profound impact, you will not get attention. Therefore, some ethnic groups simply increase their efforts to promote their most distinctive one or two points. Judging from the number of likes, the more popular ethnic videos include: Tibetan "songs", Dai "dance", The "strong man" of the Mongolian people, the "beauties" of the Uyghur people, and the "costumes" of the Yi people. These different ethnic groups have different characteristics. In fact, there are many similarities in video production, and they can learn from each other's

advantages. Therefore, a brief analysis of other ethnic hot-spot types of videos has a direct advantage for the research of this article.

This study starts from the content of Yi costume videos on the Douyin platform, conducts data statistics, and analyzes the communication content of Yi costumes on the Douyin platform from different dimensions to further explore how Yi costume advertisements are designed, shot, and produced on Douyin. How to innovate and grow. In the previous article, a specific study was conducted on the clothing of the Yi people in Liangshan area. Based on this, the selection criteria for Yi clothing promotional video samples are as follows: first, the main content is to sell Yi clothing, including video tags, homepage introduction, Douyin ID, etc., and is a video mainly selling Yi clothing; secondly, it is based on the sales of Yi clothing. The creator of a promotional video whose main content is the promotion of Yi costumes. First, we screen out the corresponding 100 short videos from the above two criteria. From these 100 videos, we screen out the top ten videos with the most likes, comments, and collections. In this way, we selected 30 excellent videos. , and then analyze what type of short video advertisement these 30 videos belong to, such as: content presentation form, picture color and angle design, character language style, etc. In order to make the research more accurate and in-depth, the time span of the selected video samples is from January to December 2023. At the end of this chapter, the collected video data will be analyzed and summarized in order to analyze and make suggestions for the innovation of Yi clothing promotional videos during the research process.

Participants: Our research teams

Researcher: the creator of the propaganda video of Yi costumes released on the Tiktok platform

Sample: 100 promotional videos related to Yi ethnic clothing

Research tools: Mobile phone

One of the main tools of this study is to use mobile phones to log in to Tiktok software, find out the creators related to Yi clothing publicity videos, and analyze the video accounts one by one.

Analysis:

In the content analysis method of this study, in addition to using literature collection to understand the research background, video sampling was mainly used to

collect information, in order to improve the representativeness and reliability of the research results. Analyze and summarize the content presentation form, color display style, image display characteristics, position display form, elements, etc. contained in short video images, and finally digitize them to provide objective and systematic quantitative descriptions.

3.3 Make videos

Because Yi clothing belongs to a niche product with a relatively small audience circle, so if you want to shoot a promotional video for Yi clothing that attracts a lot of attention, you need to summarize and analyze a lot of existing promotional videos, summarize their characteristics, and learn from excellent video creation ideas. On the basis of relatively complete investigation and analysis work in the early stage, this study carried out innovative video production, so that the videos it produced have more research value.

Participants

Population: The production of promotional videos is an important part of this research. In this part, senior Yi people, scholars who study short videos, and creators of Yi costume promotional videos who have achieved success will be invited

Sample: The researcher will work with the invited participants to make 5 innovative promotional videos of Yi costumes from design to shooting to release and put them on Douyin software to prepare for the next step of statistical research.

Research tool

Cameras and camcorders: When making promotional short videos, in order to present clearer and more perfect effects, researchers choose to use cameras or camcorders to shoot.

Computer: When making a short video, use a computer for editing.

3.4 Video performance and feedback evaluation

The purpose of this study is to conduct preliminary research on Yi clothing promotional videos on Douyin software, learn from the advantageous production methods, and innovate again on this basis, and work with relevant researchers to

produce 5 videos and put them on Douyin software. Then a questionnaire survey was conducted on 200 video viewers, the results were collected, and the final conclusion of this study was drawn, and suggestions were given.

Research participants

Phase2: Questionnaire

Participants: 200 people were studied in the questionnaire survey, no limit on job, no limit on region, age (between 18-55), usually like to watch online short videos, have online shopping habits.

Sample: In this survey, 200 respondents will be played 5 videos posted on Douyin and asked to fill in a questionnaire.

Research tool: Questionnaire Star: use the "Questionnaire Star" application to create questionnaire content, send it to people who need to be investigated through the Internet, and then collect the survey results for analysis. It avoids the inconvenience and other disadvantages of traditional distribution of paper questionnaires.

Analyzed:

In the questionnaire survey method, this study mainly collects the audience's understanding and opinions on the short videos produced and released by the researchers, and answers related questions in the questionnaire. This study will use the questionnaire survey method to analyze the audience's opinions, attitudes and preferences after watching the video. Combined with previous content analysis data, it will analyze and summarize the shooting form of promotional videos suitable for Yi clothing, so as to increase the dissemination of Yi clothing short videos, thereby Increase sales of Yi clothing. Statistical analysis was performed to draw final conclusions.

Questionnaire setting issues:

1. Basic information

1) Your gender:

A. Male

B. Female

2) Your age:

A. 18-25 years old
 B. 26-35 years old
 C. 36-45 years old
 D. 46-55 years old

2. Understanding of Yi costumes

3) How well did you know about Yi costumes before participating in this survey?

A. Very knowledgeable
 B. Know better
 C. General
 D. Don't know much
 E. Don't understand at all

4) Have you ever seen promotional videos of Yi costumes online?

A. Saw it B. Haven't seen it C. Don't remember

3. Video viewing and evaluation

5) Please rate the following five Yi costume promotional videos out of 10 points.

A. Video 1: _____
 B. Video 2: _____
 C. Video 3: _____
 D. Video 4: _____
 E. Video 5: _____

6) Please rate the video with the highest score:

4. Impressions of Yi costumes

7) Based on your feelings after watching the promotional video of Yi clothing, are you willing to learn more about Yi clothing?

A. Yes
 B. No

8) If you are willing to learn more, how would you like to learn more about Yi costumes?

A. In-depth explanatory articles or reports

- B. Offline Yi costume exhibitions or activities
- C. Online display of exquisite pictures of Yi costumes
- D. Online high-quality short videos of Yi costumes

5. Purchasing intention and reasons

9) After watching the five Yi costume promotional videos, are you interested in purchasing Yi costumes?

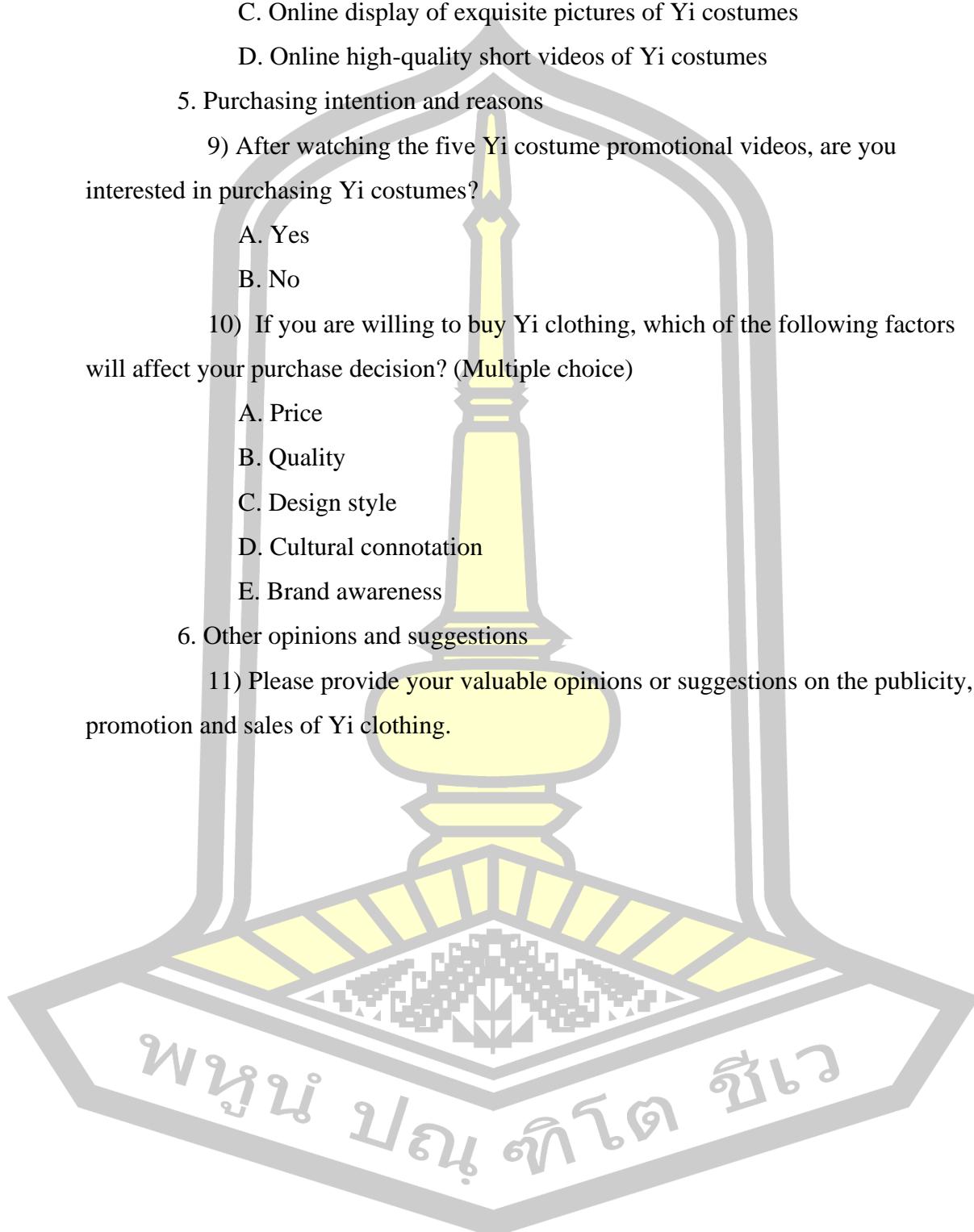
- A. Yes
- B. No

10) If you are willing to buy Yi clothing, which of the following factors will affect your purchase decision? (Multiple choice)

- A. Price
- B. Quality
- C. Design style
- D. Cultural connotation
- E. Brand awareness

6. Other opinions and suggestions

11) Please provide your valuable opinions or suggestions on the publicity, promotion and sales of Yi clothing.



Chapter 4

The Results

The objectives of this research include (1) to study and analysis of Yi costume characteristics and understand the current short video advertising and online sales of Yi costumes, (2) to design and produce video clips to promote online marketing of Yi Tribe clothing, and (3) to study audience feedback after watching the Yi clothing promotional video advertisement. Chapter 3 presents the research methods to find answers to those purposes. And this chapter will present the results of the study conducted according to the research methods mentioned in chapter 3 according to the following topics.

- 1) The Yi costume characteristics and short video online advertising
- 2) The developing of Yi Tribe clothing video clips for online marketing
- 3) The results of audience feedback

4.1 The Yi costume characteristics and short video online advertising

In this section, the results of two studies will be presented: (1) Yi costume characteristics, and (2) understand the current short video advertising and online sales of Yi costumes, to serve as a basis for designing and developing video clips in the next section. The colours of Yi people clothing are usually very bright, using contrasting colours such as red, yellow, green, orange and pink, and the middle-aged clothing is more inclined to use sky blue, green, purple, green, white and other more elegant colors, reflecting different age aesthetics. Clothing in Yi people is not only the dress of everyday life, but also the embodiment of Yi People's cultural and social structure. Each style, color and pattern carry a specific cultural significance and social function, a treasure trove of Yi People's cultural treasures. With the development of Internet technology and the rise of short video platforms, Yi people clothing is also beginning to use these modern means of communication to promote and sell. In online advertising, displays of Yi people clothing often combine dynamic dressing and matching demonstrations, displays of people and clothing, and cultural stories behind the scenes, it gives the audience a more intuitive and vivid understanding of the charm of Yi People's clothing. These types of videos: the original ecology of the show, the

type of beautiful image, the type of cross-dressing, the type of education and inheritance, the type of retro DV shooting, the video creator attracts the interest of potential customers by showing the detail beauty, dressing effect and the combination of fashion elements.

4.1.1 Yi costume characteristics

The Yi people in Liangshan Yi Autonomous Prefecture are divided into three major dialect areas according to different dialects, namely: Yinuo, Shengzha and Suodi. In addition to differences in language, the three major dialect areas also have relatively large differences in clothing. The clothing of the Yi people has a long history. Before the Qing Dynasty, the differences between clothing were small. However, due to the development of the feudal landlord system and the increase in the total population of the Yi people, the divisions between Yi people's branches became clearer, and the clothing became more and more sophisticated. Show the difference between branching and regionalization. Although the costumes in the three dialect areas of "Yinuo", "Shengzha" and "Sudi" differ in detail, the general customs and habits are similar. For example, when Yi women reach a certain age, they will hold a ceremony to change their children's clothes into beautiful adult clothes; during grand festivals such as the Torch Festival, Yi women wear large plate hats covered with silver ornaments and wear colorful embroideries with various colors. Wearing gowns and blouses with various patterns, huge corsets on the chest and back, wearing brand new pleated skirts, big earrings on their ears, hands full of rings and earrings, and holding bright butter umbrellas; The clothes worn by women at weddings are the same shape as regular clothes, but they must buy new clothes, a brand-new gown and blouse, a handmade bright red pure wool pleated skirt, a brand-new "oh shuttle", and sometimes He also wears a headband and a brand new white woolen cassock. The overall color choice should be brighter and more gorgeous; the Yi people attach great importance to funerals and are very particular about longevity clothes. They usually start preparing their own clothes when they are about forty years old, mainly blue and cyan, and they need to be sewn from head to toe. A brand-new set will do. Usually, a white skirt is worn underneath, and the outside is the same as usual. Wear cotton shoes and socks and wool and felt; when attending funerals, people dress

appropriately and grandly. They still attend in full dress, but the colors are not as bright as in the past. The colors are mostly dark colors such as black and blue, which are simple and solemn. As shown in Figure 9 Yi men's clothing, Figure 10 Research Design, Figure 11 Girls participating in beauty contests during the Torch Festival and Figure 12 Yi brides at the wedding.



Figure 11 Girls participating in beauty contests during the Torch Festival



Figure 12 Yi brides at the wedding



Figure 13 People attending the funeral



Figure 14 People in costumes during the Torch Festival

1) Headdresses and accessories for ladies in Yi costumes

Headwear is one of the important symbols that distinguish Yi women's status. Depending on their age and marital status, women in the Yinuo area will wear different headdresses. In the process of growing up from children to young adults, Yinuo women usually wear tile-shaped cloth handkerchiefs, which are mainly black in color. When grand festivals require rich decorations, girls will also add a hat called a "silver hat" on top of the "tile hat", which looks like a hat and is decorated with many silver ornaments. When they get married, Yinuo women will put on a disk-

shaped hat. This kind of hat is also made of layers of cloth. It is called "forehead tie" in Yi language. It is mainly black in color and has exquisite silver ornaments on it. Make decorations. After Yinuo women give birth, they will wear a "lotus leaf hat", which is called "lotus leaf hat" because it looks like a lotus leaf. This kind of hat is usually mainly black or dark blue, and the top part of the head is decorated with scattered silver ornaments, or a few colored threads are embroidered for decoration, but the color of the colored threads is mainly dark. As shown in Figure 15 A young woman's headdress of "Wagai" in Yinuo area, Figure 16 A "silver hat" headdress of a young woman of Yinuo area, Figure 17 A wedding headdress of a woman in Yinuo area and Figure 18 Middle-aged women's headwear "lotus leaf hat".



Figure 15 A young woman's headdress of "Wagai" in Yinuo area



Figure 16 A "silver hat" headdress of a young woman of Yinuo area



Figure 17 A wedding headdress of a woman in Yinuo area



Figure 18 Middle-aged women's headwear "lotus leaf hat"

Women's headwear in the Shengza area region is exquisitely made with exquisite craftsmanship. The headwear of older women is mainly black and blue hats, with relatively few patterns. There are obvious differences in the headdresses of women of different ages. Women who have never given birth wear a headband called "Ofa", which is a square piece of cloth one foot square. The material is mostly cotton or corduroy. It is cyan, and the pari is red or cyan. The kerchief is carefully sewn, and the face of the kerchief is decorated with colorful silk threads to show colorful patterns. The pari is a lining cloth with several layers of colored threads for seaming. When wearing it, cover the headband layer by layer from front to back, and then tie it with braids or a scarf on the head. The front end of the bandana covers the forehead, and the back end naturally droops to the neck. The bandana can be decorated with various decorations. Planting beads makes you look beautiful, dignified, and charming; those who have given birth wear "Er" hats, which are ordinary hats worn by women who have given birth. From the first day after giving birth to their first child, they have to replace the "Er" they wore as girls with the "Er". Therefore, "Ru Er" can also symbolize a woman's transformation from a girl to a mother. It is a sandwich cloth hat made of blue cloth with a large brim. It is sewn from eight fan-shaped pieces of cloth. The fan-shaped top is concentrated in the middle of the hat and

forms the top of the hat. The top of the hat is decorated with a silver disc or cloth button, which can be regarded as a hat badge. An arrow-shaped cloth strip about 3.5 cm wide is inlaid from the back of the hat to the center of the hat. This strip of cloth is also inlaid with lines cut and sewn from red, yellow, blue and other colored fabrics. When wearing it, first coil the double braids on the top of your head, tie them tightly with a headband, and then put the hoop of the lotus leaf hat on the braids. There are usually two fine cloth strips sewn on both sides of the hat ring and knotted at the back of the head to fix the hat on the head. As shown in Figure 19 "Rufa" worn by unmarried women in Shengza area and Figure 20 "Ruer" worn by married women in Shengza area.



Figure 19 "Rufa" worn by unmarried women in Shengza area



Figure 20 "Ruer" worn by married women in Shengza area

There are various styles of women's headdress in the local area, which can be roughly divided into two types according to women's marriage and childbearing status: headscarves and high hats. Women wear a headband called

"Happa" as a decoration both when they are adults and unmarried and when they are married and have no children. Most scarves are in the shape of a trapezoid. The method of making them is to first use two bamboo sticks to build a frame, then wrap and fold them into a trapezoid with a black rectangular strip of cloth, and fix the back end with a lock pin. When wearing a headscarf, the braid needs to be fixed on the head with a long animal skeleton. Women after marriage and childbirth wear a round high hat called "Oh Shuo". It consists of eight pieces of green cloth, lined with a hollow bamboo strips. The green cloth is wrapped in the shape of bamboo strips. The excess fabric is sewn and fixed on the side of the hat. Looking from above, you can see a circle on the top of the hat. The shape is divided into eight small triangles. The top of the hat is large, and the bottom of the hat is small. The diameter of the top circle is about 50CM. The bottom of the hat is very small, just the size of the head circumference. It can just be put on. There are ropes sewn on both sides to tie it up and fix it. As shown in Figure 21 and Figure 22 .



Figure 21 A hat worn by women who have not yet given birth in the Suodi area.

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Figure 22 A hat worn by women giving birth in the Suodi area.

The biggest feature that distinguishes the clothing of Yi women from the clothing of other ethnic groups is the exquisite silver jewelry. The Yi silver jewelry, which is also an intangible cultural heritage, is regarded by the Yi people as a symbol of beauty and wealth. The Yi silver jewelry has many types and forms, and has a strong decorative aesthetic. Yi women use a lot of silver jewelry to decorate their hats and breastplates. They love silver jewelry very much. In recent years, with the development of the economy, the increase in family income, and the increasingly grand Torch Festival activities, people's mentality of showing off their wealth has increased. As a symbol of wealth, silver jewelry has become a weapon to compete for wealth and beauty. They will use a large amount of silver jewelry in their clothing. Women at the Torch Festival dress up with layers of silver jewelry on their high hats. Their hats, chests and backs, ears and hands are all decorated with silver jewelry. . In particular, the breast ornaments in the local and Shengza areas are large in size and exaggerated in shape. They are generally worn in major festivals such as the Torch Festival. They are matched with costumes and are made by local silversmiths. They are combined with large and small patterns, and often have strips of hanging tassels. The road rustled, the sound was melodious, high-pitched and gorgeous. In addition to being embedded in hats and used as chest decorations, the silver jewelry of the Yi people also includes earrings and hand jewelry, which are matched with clothing. The Yi people's custom of wearing earrings has a long history, probably stemming from religious beliefs. They believe that earrings can ward off evil spirits, protect

themselves and protect them from disasters. Earrings that women wear every day include a single hoop earring. The hoops can be large or small, thin or thick; they can also be decorated with hoop hooks and braided pendants. They can be worn by both young and old, and can be long or short. During events or festivals, women wear large earrings, which come in many styles. Hand accessories include rings and bracelets. There are many types of rings, including ring-shaped, gem-embedded, shield-shaped, hollow flower-shaped, etc. The structure consists of two parts: a ring holder and a ring surface. The bracelets are ring-shaped and have patterns carved on them, and the patterns vary. As shown in Figure 23 Silver hat and breastplate, Figure 24 Silver earrings and Figure 25 Silver rings and bracelets.



Figure 23 Silver hat and breastplate



Figure 24 Silver earrings



Figure 25 Silver rings and bracelets

2) The Yi women's clothing

In daily life, there are relatively big differences in the tops worn by women in the three dialect areas. People also rely on the characteristics of the tops to distinguish the three dialect areas. Young women's tops in the Yinuo area are mostly long-sleeved and short tops, which are more slim-fitting, but are loose and comfortable on the upper body. It uses black as the background color and is decorated with colorful linear patterns. The decoration techniques are mainly coiled thread embroidery and inlay embroidery. The main decorative parts are on the chest, cuffs and back neckline. Middle-aged women in the Yinuo dialect area often wear short tops with large cuffs. Except for the large cuffs, the other structures are the same as those of young women, except that the use of patterns and colors is more calm and dignified. The color of the top is mainly black, and the decorative techniques are mostly coiled thread embroidery. The tops of Yinuo elderly women are the same as those of middle-aged women, except that the colors are basically single-toned and decorated with simple linear patterns. As shown in Figure 26 Young women's tops in Yinuo area and Figure 27 Middle-aged women's tops in Yinuo area.



Figure 26 Young women's tops in Yinuo area



Figure 27 Middle-aged women's tops in Yinuo area

The decoration of men's and women's clothing in the Shengza area is generally elegant and calm; the workmanship is exquisite and the colors are harmonious. The general characteristics of Shengza women's clothing are wearing a headband, a silver collar badge hanging around their neck, a two-piece top with a waistcoat outside a long gown, and a pleated skirt on the lower body. Shengza women wear a waistcoat outside their long gown. The decorative craftsmanship of Shengza's waistcoat is mainly diagonal coiled flowers, with appliqués and embroidery. The shoulders, placket, sleeves and bottom hem are mostly made of various colored cloths folded into "cockcomb teeth" and inlaid in sequence to form a strong three-dimensional arc. Its outstanding feature is a circle of snow-white rabbit fur trim on the armholes, hem and slits, which is unique. There is also a waistcoat made of sheep wool, usually with felt lining and cloth surface. Double placket, no buttons, a layer of fabric is sewn on the ring collar, and the whole body is sewn with fine threads. This kind of waistcoat is thick and durable, and is mostly worn during labor or when the weather is cool. The clothes of young women in the Shengza area are usually more colorful, and the basic form of clothes of older women is the same as that of young women. The difference is that the tops of middle-aged and old women are wider and

can reach the knees. Most of the tops are made of velvet or corduroy, with cold tones and low hue saturation. The body and sleeves are covered with wide edges of green cloth and decorated with red, yellow, and green pinstripes. They are solemn yet charming, and are decorated with craftsmanship. The flowers are mostly made of colored cloth inlaid with cockscomb teeth. The long skirts of middle-aged and elderly women have somber colors, mostly in gray, black, blue and other colors, and the overall decoration of the clothing is simple. As shown in Figure 28 Young women's tops in the Shengza area and Figure 29 Middle-aged women's tops in the Shengza area.



Figure 28 Young women's tops in the Shengza area



Figure 29 Middle-aged women's tops in the Shengza area

The coats worn daily by local women have wide sleeves, usually reaching the elbow, so they are called "half-sleeved blouses". In the local area, the smock is used as a woman's coat. It is suitable for both young and old. It can be worn with the inner gown. Decorate patterns on the collar, cuffs, placket, and hem. The background color of the clothes is generally dark blue, black, blue, etc., and decorated with colorful cloth strips. The decoration color of the blouses for the elderly is mostly similar to the background color of the top. Color, with low purity, looks calm and grand. Young people's blouses mostly use contrasting colors with the background color of their tops. They have high purity, sharp contrast, and are charming. Children's blouses use colors that are lively and cute, showing youthful vitality. In ancient times, single-layer underwear was called "shirt". The local women's shirts are longer, usually reaching the knees or below the knees, but not reaching the ankles. They are worn as underwear under the blouse. The colors are mostly middle colors. They are generally not worn alone. Together with the blouse, they form part of the local women's clothing. specialty. One distinctive feature of local clothing that is different from the clothing in the other two dialect areas is the unique cape-style waistcoat worn by local women. Waistcoats are worn all year round and are divided into two types: one is the felt type. Sleeveless, double-breasted, small round neck, symmetrical left and right, slightly longer back, and curved hem. It is made of wool rolled into adhesive sheets and sewn together. It is usually made of white or black, both of which are the natural color of wool. They do not contain threads. They are only fixed with thread strips around the collar and placket to prevent the edges from falling off. The back neckline The place is decorated with two small triangular felt pieces. The two small sleeves are short and narrow, and are not for functional purposes. When worn, they naturally rest on the back of the shoulders, which increases the thickness and shape of the shoulders. Over time, two natural creases are formed, giving a unique style. This shape is not found in other areas of the Yi ethnic group in Liangshan, but it is very popular among women in the local area. The other type is the thread type, which refers to a sewing process. The inner layer of the waistcoat is felt, and a layer of felt is added to the surface. Cotton or other chemical fiber fabrics, and then hand needles and sewing threads are arranged in rows with extremely small stitches, so that the whole body is densely covered. From a distance, only the dense stitches can be

seen. The thread-retaining process increases the wear resistance and warmth retention of the garment, and also makes the garment more crisp, beautiful and practical. The waistcoat is sleeveless, has a small round neck, and is cut in a straight line. There are only three panels throughout the body. The front body is divided into two symmetrical pieces from the placket, and the back piece is one piece. This style of waistcoat has the same purpose as the felt-type waistcoat. , the cuffs are extremely small and not for functional purposes. Two small holes are symbolically dug on both sides. It is very interesting. It exaggerates the shoulders from an aesthetic point of view, making the shoulders more three-dimensional and thicker, which sets off the girls. His valiant and heroic appearance. As shown in Figure 30 Young women's tops in the Suodi area, Figure 31 Middle-aged and elderly women's tops in the Suodi area and Figure 32 Cape-style waistcoats for women in the Suodi area.



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Figure 30 Young women's tops in the Suodi area



Figure 31 Middle-aged and elderly women's tops in the Suodi area



Figure 32 Cape-style waistcoats for women in the Suodi area

3) Yi women's pleated skirts and accessories

The most distinctive feature of Yi women's clothing is the pleated skirt. This skirt is narrow at the top and wide at the bottom. The upper part is straight and the hem is spread out in a trapezoid shape. It is made up of 4 to 5 spliced sections. The traditional pleated skirt is a representative of handmade wool textiles, and the pleated skirt is a must-have for girls of the Yi ethnic group in Liangshan. Purely handmade pleated skirts are expensive. A few years ago, the market price was 8,000

per piece. Now the average price for handmade pure wool skirts is 18,000 per piece. It takes women half a year to a year to complete traditional wool spinning, weaving, pleating, shaping, dyeing and final sewing. The methods of spinning and weaving are similar to those of earwaving, while pleating uses a The new method is to first lay the woven cloth flat on a smooth table, then sprinkle water to soak the cloth, and use fine needles to stack the cloths layer by layer. The stacked cloths should be of average size and must not have deviations. The combined pieces of cloth are tied tightly together to keep their shape. Two layers of such cloth must be prepared. In order to make the skirt more stylish and thick, the two layers of cloth must be sewn together tightly. There are also age differences in the wearing of pleated skirts. In girlhood, Yi women usually wear pleated skirts with three sections, usually the first section is a straight skirt, and the second and third sections are pleated. After a girl turns fourteen, she chooses a day according to customs and will change into a five-section pleated skirt. This behavior is called the "skirt changing ceremony", which indicates that the woman has become an adult and can choose her favorite sweetheart. . Children's skirts are shorter than adult pleated skirts, only reaching the knee. Girls' clothing is the most representative among Yi women's clothing, with bright colors. They like to use warm colors as the main tone to add luster to the clothing. For example, they like to use bright colors such as orange, red, yellow, and pink mixed with cool colors such as green and blue. , forming a strong visual impact to attract the eye, coupled with rich embellishments of earrings, headwear, etc., fully embodying the beauty and gracefulness of young girls. "Changing children's skirts" is also an important stage in the life of Yi girls. As a sign of maturity of Yi girls, it requires a public coming-of-age ceremony. As shown in Figure 33 "Changing into children's clothing" ceremony, Figure 34 Yi girls' children's clothing and Figure 35 Yi adult women's pleated skirts.



Figure 33 "Changing into children's clothing" ceremony



Figure 34 Yi girls' children's clothing



Figure 35 Yi adult women's pleated skirts

Like the pleated skirt, the wearable collar design of Inuo women is also very distinctive. Since the tops of Inuo women are all collarless, the collar tags they wear actually serve as the collar. The collars are usually relatively wide. When worn, a woman's neck will appear to be very slender, and her posture will become upright. There are also age differences in the collar badges worn by women in Inuo. The collar badges worn by children are often embroidered with sun patterns. Since children's necks are relatively short, the collar badges are relatively narrow and the collar buttons for young women only have two. Some collar badges are embroidered with fern and grass patterns, and there are 3 to 4 collar buttons. There are also young women's collar badges decorated with silver pieces. This collar badge is often worn when attending major events. Middle-aged women wear collar tags that match their clothes. They are dark in color and rarely decorated, and the most common collar buttons are decorated with bow-shaped silver pieces. Yi women's clothing is not designed with bags. They usually hang a triangular bag around their waist to carry things instead of pockets. The triangle bag is a unique and practical accessory in Yi costumes. The triangle bag is usually made of brightly colored fabrics with exquisite embroidery or patterns. The bottom is wide, gradually converging upwards, the top is tapered and triangular, with tapered streamers falling. There is no fixed number of streamers, and it is usually worn on the right side of the waist. The triangle bag has rich meanings in Yi culture. The triangle represents stability and determination, and symbolizes the Yi people's love and persistent pursuit of life. The bright colors and exquisite embroidery show the Yi people's hospitality and yearning for a better life. As shown in Figure 36 Yi costume accessories - license plate and Figure 37 Yi costume accessories - triangle bag.

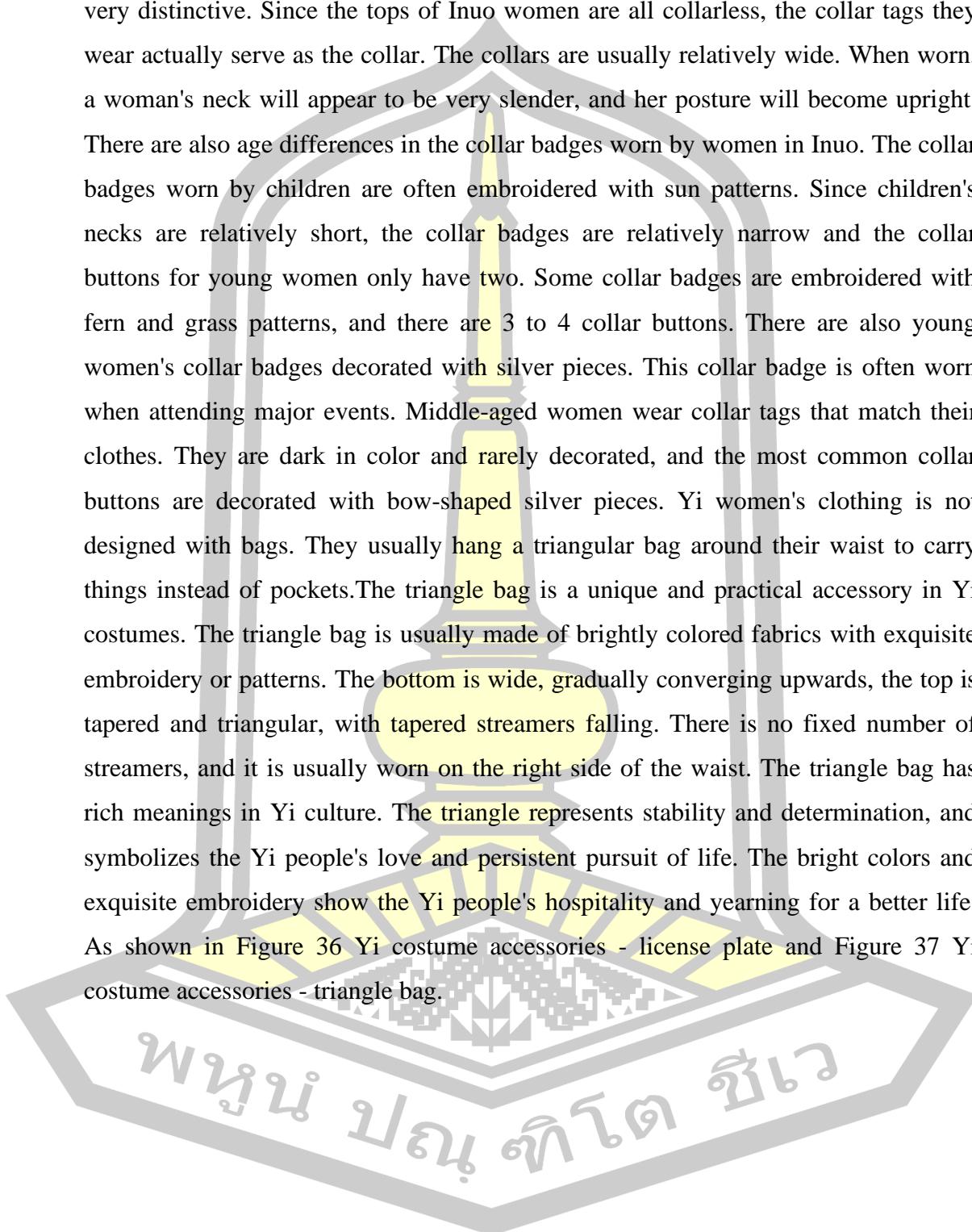




Figure 36 Yi costume accessories - license plate

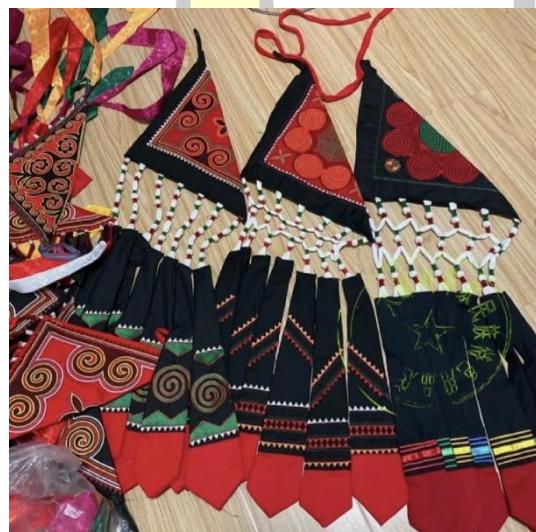


Figure 37 Yi costume accessories - triangle bag

4) Yi men's clothing

The biggest difference between the three dialect areas of Yi clothing is the trousers in men's clothing. The width of men's trousers in these three areas is different. The trousers in Yinuo area are wide and look like women's skirts, while the trousers in Yinuo area are narrow and tight. Attached to the ankle. Therefore, "Yinuo area", "Shengza area" and "Suodi area" are also called "big trouser leg area", "medium trouser leg area" and "small trouser leg area". The trousers of Yi men in the Yinuo dialect area are very wide and are called the "big trouser legs" area. The trousers generally show a trend of narrow upper and lower styles. The trousers are ankle-

length, about 1 meter long, and the widest part of the trouser legs can reach 2 meters. . The trousers are wider and worn regardless of front or back. The color is usually black or navy blue. The design of large trouser legs makes the clothes loose and comfortable, making it easier for the Yi people to stay relaxed and comfortable during labor, dance and other activities. At the same time, clothing with large trouser legs also has a good thermal insulation effect. When the Yi people wear large trousers, they usually wear them with exquisite embroidery, patterns and accessories.

The width of men's trousers in the Shengza area is between the other two areas and is called the "medium trousers" area. Shengza men's trousers are made of about 4 meters of cyan or blue fabric, and the width of the trouser legs can be up to 80 centimeters. Elderly clothes have short collars and wide sleeves. They are usually made of cyan or blue fabric and rarely embroidered. Shengza men wear three types of jackets: right-folded jacket, underwear and waistcoat. The underwear is simple and simple, usually made of white cloth, with no decoration on the top. The bottom of the outer garment is curved and has slits on both sides. Today's young men's tops have tight-fitting collars and cuffs, and are long to the hips. The cuffs, chest and bottom hem of the tops are often inlaid with several triangular "cockscomb teeth" made of green and red cloth stacked into a three-dimensional pattern, as well as blue or green diagonal cloth. The strips are rolled into a toast seal pattern or window pane pattern as decoration. The coats of middle-aged and older men are generally larger and have fewer embroidery decorations than young people. They are limited to black bud strips and several lines of black cloth or no flowers. They are mostly decorated with blue edges or green edges. The fabrics are mainly twill fabrics in sky blue, green, purple, cyan, white and other colors, with a plain and solemn appearance.

The Suodi area is commonly known as the "small trouser leg area" because of the small cuffs of men's trousers, which is in sharp contrast to the clothing of the "large trouser leg area" in the Yinuo area and the "medium trouser leg area" in the Shengza area. The daily attire of local men has the common features of Liangshan Yi men's clothing: Tian Bodhisattva, hero belt, cloth wrapped around the head, long earrings on the left ear, and "Wala" and "Kaishi" are worn all year round to protect against cold, moisture, wind and rain. The difference is that local men wrap their heads with green cloth and wrap it around their heads. They do not wear hero knots.

Men's clothing consists of short jackets, small trousers, and a belt around the waist. The clothing consists of tops, trousers and accessories. No shoes, and green hair on the head. The hair is wrapped in cloth and not decorated with a hero's knot. The tops are short and dapper, no more than the navel at first, but now they are mostly waist-length, decorated with large silver buttons, hand-buttoned loops, high collars, right hem, and come in a variety of solid colors such as black, navy blue, blue, green, etc. The trousers are ankle-length, loose in the crotch, and have small cuffs that can only stretch your feet. The top and trousers are of the same color, with belts of different colors (usually bright colors or complementary colors of the clothing color), and hero belts diagonally across the shoulders as decoration, making them full of heroism. As shown in Figure 38 Men's trousers in Yinuo area have "large trouser legs", Figure 39 Men in Shengza area have trousers with "medium trouser legs", Figure 40 Men's trousers in Suodi area have "small trouser legs", Figure 41 Men's clothing in the Yinuo area, Figure 42 Men's clothing in the Shengza area and Figure 43 Men's clothing in the Suodi area.



Figure 38 Men's trousers in Yinuo area have "large trouser legs"



Figure 39 Men in Shengza area have trousers with "medium trouser legs"



Figure 40 Men's trousers in Suodi area have “small trouser legs”



Figure 41 Men's clothing in the Yinnuo area



Figure 42 Men's clothing in the Shengza area



Figure 43 Men's clothing in the Suodi area

Felt clothing of the Yi people

Since the Yi people live in alpine areas all year round, in order to protect themselves from the cold, they wear a felt called "charwa" outside their clothes. Tsarwa is a kind of wool product with good thermal insulation properties. It comes in black and white colors, long and medium-length, and is deeply loved by the Yi people. The Yi nationality's Tsarwa has a unique production process and is usually made by hand. It is made from high-quality sheep wool raised in the alpine pastoral areas of Liangshan, washed and twisted into threads, and then woven and spliced using traditional Yi looms. The top is shrunk by stringing, and wool tassels are added to the hem. Each Charwa is made entirely of wool and entirely by hand, which usually takes about a month. The Yi people are good at decorating Tsalwa with rich colors and patterns, making them both practical and beautiful. Qalwa not only has the function of keeping warm, but is also the national symbol and cultural heritage of the Yi people. Men, women, and children of the Yi people wear Tsalwa, which is used as clothing during the day and as bedding at night. Charwa accompanies the Yi people through the four seasons and is a must-have for them living on the cold plateau. With the development of modern society, the Yi people's Tsarwa production skills are constantly being inherited and innovated. It not only retains the traditional hand-made methods, but also adds modern elements to make it more in line with the aesthetic needs of modern people. By inheriting and carrying forward the craftsmanship of making Tsalwa, the Yi people have brought more beauty and warmth to their lives.

while maintaining their traditional culture. As shown in figure 2.12 (A) White long style "Zarwa", (B) Black mid-length "Zarwa".

4.1.2 The short video online advertising

1) The characteristics of ethnic minority short videos

Short videos of ethnic minorities cover many aspects such as ethnic culture, lifestyle, traditional customs, and artistic expression. These contents not only reflect the unique cultural characteristics of ethnic minorities, but also demonstrate the integration and development of ethnic minorities and modern society. This short video format helps enhance national identity and promote national unity. The protagonists in ethnic minority short videos often have distinctive personalities and characteristics, such as being good at singing and dancing, and being good at folk arts. These characteristics not only highlight the unique charm of ethnic minority people, but also provide rich topics and materials for short video creation. Through vivid image language, short video creators integrate ethnic minority culture into daily life, allowing more people to feel the charm of ethnic minorities. Short video platforms provide a stage for ethnic minority creators to express themselves and spread their culture. At the same time, viewers can interact with creators through comments, likes, shares, etc. to further promote the spread and influence of short videos. In recent years, major short video platforms have increased their support for short videos from ethnic minorities. On the one hand, the platform increases the exposure of ethnic minority short videos by setting up special distribution channels and holding special events; on the other hand, the platform also provides certain financial support to encourage ethnic minority creators to create more high-quality content. This will help improve the status of ethnic minority short videos within the platform and promote the spread of ethnic culture.

There are 56 ethnic groups in China. Except for the Han ethnic group, which is well-known to everyone, people of other ethnic groups rarely could get to know them deeply in life. But with the short video platform, people can use the Internet and mobile devices to understand the culture and characteristics of various ethnic groups by watching videos. In the past two years, several ethnic groups with their own characteristics have emerged from the vast online world, and they all come

with their own distinctive labels, such as: the high-pitched singing of the Tibetan people, the graceful dancing of the Dai people, and the heroic and heroic posture of the Mongolian people. Beautiful girls from the Han and Uyghur ethnic groups, exquisite costumes from the Yi ethnic group, etc.

1.1) Tibet style

Tibetans live on high-altitude grasslands, and their songs are famous for their unique melodies, rhythms, and high-pitched singing. Therefore, Tibetan original songs are very popular on the Internet. Although they are not widely sung because they are difficult to sing, their popularity is very high. Tibetan songs retain their original musical characteristics, such as melodious melodies, infectious rhythms, and passionate singing, which make the works of high artistic value and ornamental. Tibetan songs include classical palace songs, religious chants in monasteries, and folk song series. In the short videos, the creators have included different types of songs, showing the diversity of Tibetan music. With the development of short video production technology, the level of short video production of Tibetan songs has gradually improved. Exquisite pictures, vivid image language, professional sound effects processing, etc. all make short videos of Tibetan songs highly attractive. Overall, through the form of short video promotion, the unique culture of Tibetan songs has been inherited and promoted. This type of short video allows more people to understand and love Tibetan music and understand the Tibetan nation. Tibetan songs present unique styles and advantages in short videos and have become a resounding business card of Tibetans. As shown in Figure 44 Tibetan internet celebrity “Ding Zhen” sings Tibetan songs.

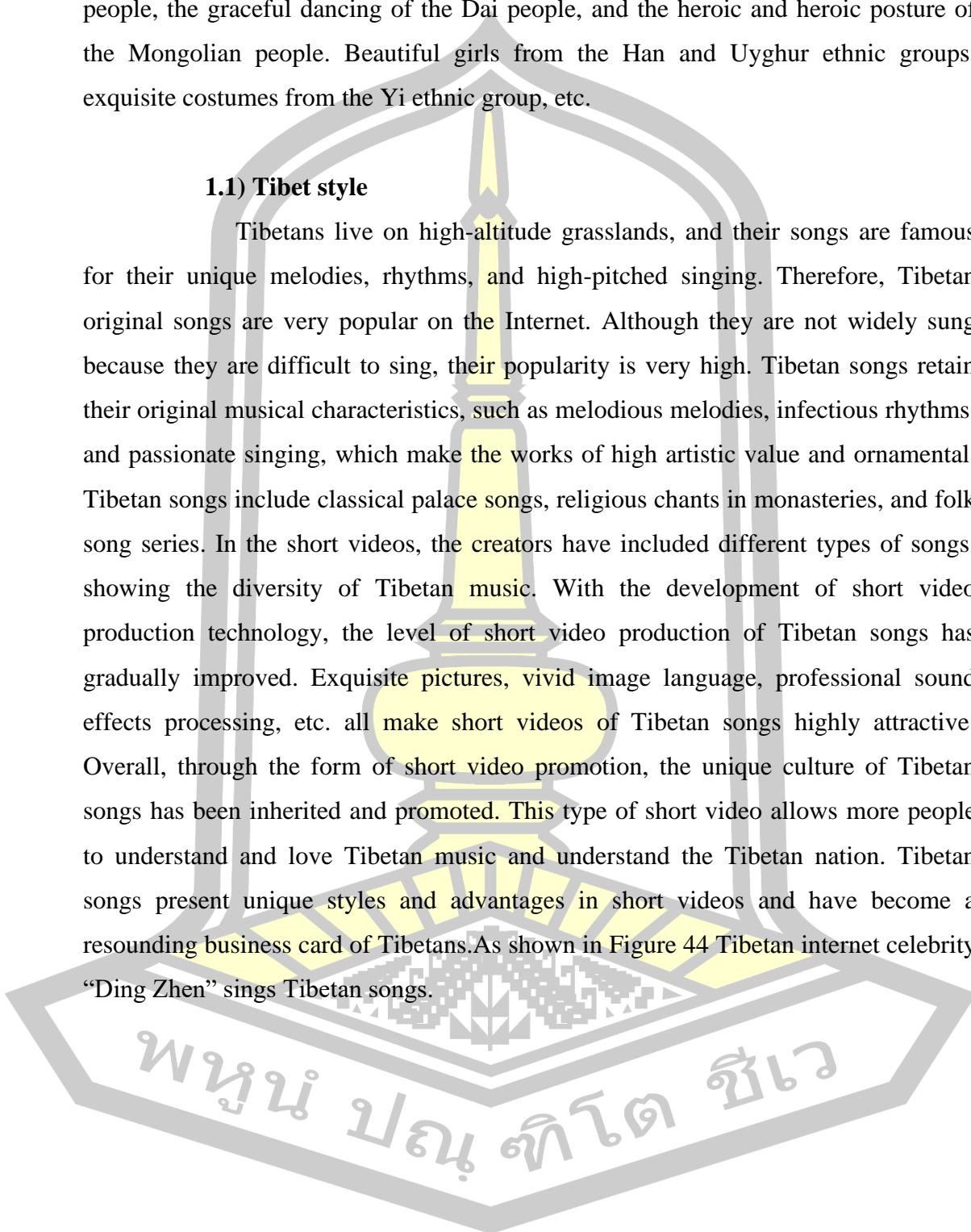




Figure 44 Tibetan internet celebrity "Ding Zhen" sings Tibetan songs

1.2) Dai dancing

The Dai people have a long history and rich and colorful culture. Their music and dance have distinctive national characteristics and have wide influence. Dai dance is famous for its soft, elegant, and agile movements. Most of the movements are graceful, soft yet strong, and full of inner power. There are many movements that imitate the various forms of peacocks in the dance. Dai dance shows a strong national cultural charm with its unique dance movements, shapes, performance styles and costumes, and has become a treasure of Chinese folk dance. In the short video, Dai dance retains the traditional dance style, such as "three turns", flexible use of wrists and steps, etc., vividly demonstrating the unique charm of Dai dance. Dai dance contains rich cultural elements such as history, legends, folktales, and religious beliefs. Dai people can skillfully use this dance to display and promote their own culture. This type of short video allows the audience to feel the unique charm and profound connotation of Dai culture by showing Dai dance. With the development of short video production technology, the production level of Dai dance short videos has gradually improved. Exquisite pictures, vivid image language, professional sound

effects processing, etc., all make Dai dance short videos more attractive. The beautiful Dai dance shows its unique style and advantages in the short video, which has high artistic value and cultural inheritance significance. As shown in Figure 45 The graceful dance of the Dai nationality “Beautiful Dai dance”.



Figure 45 The graceful dance of the Dai nationality “Beautiful Dai dance”

1.3) Mongo strongly style

The Mongolian people mainly live on the grasslands. They are engaged in animal husbandry, are good at horseback riding and archery, and like to gallop on the grasslands. The free life on the grasslands has created the rough and unrestrained character of the Mongolian people. Mongolian men are generally tall, powerful, and heroic, which has become a major feature of the Mongolian people. In Douyin short videos, strong Mongolian men often appear on the grasslands wearing Mongolian traditional clothing, unique Mongolian men's hairstyles, and accessories, showing a strong ethnic custom. They often have strong bodies and bold temperaments. They gallop on the grassland, control powerful horses, wave horse poles and other

wonderful moments. Under the blue sky and white clouds, on the vast grassland, the video is paired with a rhythmic music, this picture brings a strong visual impact to the audience, which is shocking. The strong Mongolian man in the short video not only shows the life scenes of grassland herdsmen, such as milking, riding horses, wrestling, etc., but also shares traditional Mongolian festivals, customs and folk stories. These contents are rich and diverse, showing the unique charm of Mongolian culture. Through the form of Douyin short videos, videos of strong Mongolian men have played a positive role in inheriting and promoting national culture. This type of short video allows more people to understand and love Mongolian culture. As shown in Figure 46 Mongols Brawny Wrestling, strongman wrestling competition.



Figure 46 Mongols Brawny Wrestling, strongman wrestling competition

1.4) Uighur beautiful style

The Uyghurs are a nation that is good at singing and dancing. The girls of this nation are very beautiful. They have deep eyes, high nose bridges, and thick eyebrows. In Douyin, videos showing beautiful Uyghur girls often wear colorful ethnic costumes, unique accessories, and multi-strand braids unique to Xinjiang, which fully demonstrate the beauty of Uyghur girls., and also reflects the charm of the Uyghur multi-ethnic culture. In the short video, Uyghur girls wear traditional ethnic costumes to show off their beauty and confidence. Uyghur girls not only have natural beauty, but also have unique temperament and the ability to sing and dance. The short video shows Uyghur girls in nature and cultural landscapes, such as grasslands, deserts, snow-capped mountains, and other natural landscapes, as well as

ancient cities, temples, and other cultural landscapes. Uyghur girls have many talents, such as dancing, singing, playing musical instruments, etc. The short videos show their talent performances on stage or in life, showing their confidence and talent. The graceful appearance of Uyghur girls in these activities shows their love and respect for newlywed life and traditional culture. These beautiful images are shot using modern short video production technology, and then paired with beautiful music and lively and interesting editing to enhance the viewing and appeal of the short video. Promoting the beauty of Uyghur girls through short videos can fully display the rich and colorful ethnic culture, natural scenery, and cultural landscape of Xinjiang, let more people know and love Uyghur girls, thereby understand the Uyghur nation, and promote the exchange between Xinjiang and the mainland Cultural exchange. As shown in Figure 47 A beautiful girl of the Uyghur nationality.



Figure 47 A beautiful girl of the Uyghur nationality

Each ethnic group has its own national cultural characteristics. However, because China has many ethnic groups and a vast territory, in general, except for people of the own ethnic group who are familiar with the culture and

history of their own ethnic group, other ethnic groups do not understand it, and it is difficult to have a comprehensive understanding. Chance. Until the rapid development of short videos in recent years, people can learn about the unique culture of various ethnic groups from a beautiful video by swiping their mobile phones or tablets, and learn about a ethnic group's language, clothing, and culture through quick browsing. Customs and so on. For example, the four ethnic groups in the above examples have their own unique characteristics. They display this highlight on the Internet and shoot beautiful videos that suit them, thereby amplifying the advantages of their own ethnic groups and allowing everyone to quickly understand their own ethnic groups. national characteristics, thus playing the role of promoting the national culture. It is an efficient and direct way to promote national culture by allowing most people to quickly understand a culture, making short videos, and posting them on video platforms for effective publicity.

The same is true for the Yi people. After searching and analyzing, entering the keyword "Yi" on the Douyin platform, 70% of the videos displayed show the clothing of the Yi people. This also shows that the above four ethnic groups Each has its own label, and the Yi people also have their own label. The label of the Yi people is exquisite clothing. This result is further consistent with the research purpose of this article and will facilitate our further research in the future.

2) Video platform analysis and selection

With the rapid development of the new media industry, people use mobile devices to watch short videos all the time, and watching videos has become one of people's daily activities. As more and more Internet celebrities appear, the number of people shooting videos is also increasing day by day. Everyone is a publisher and viewer of short videos. The era of short videos is coming. At this time, short video platforms emerged one after another, some were short-lived, and some stood out. The author studied several short video platforms that are currently commonly used in China, and finally determined Douyin as the main platform for this study.

2.1) Market size and segment of Douyin and Kuaishou

Among domestic short video platforms, Douyin and Kuaishou are equally ranked. Kuaishou is a product affiliated with Beijing Kuaishou Technology

Co., Ltd. In November 2012, Kuaishou transformed from a pure tool application into a short video community, becoming a platform for users to record and share their production and life. With the popularity of smartphones and tablets and the decline in mobile data costs, Kuaishou has risen rapidly since 2015. As of 2023, Kuaishou has developed into one of the most popular short video platforms in my country, competing fiercely with short video software such as Douyin. Kuaishou provides a wealth of content, including short videos of comedy, talent, appearance, weirdness, and other types, attracting the attention of many users. According to data from the first quarter of 2021, Kuaishou's average daily active users reached 370 million, and its average monthly active users reached 800 million. Kuaishou is successful as a short video platform, but after detailed comparison, the author believes that Douyin is more suitable for this study. Douyin's daily active users and monthly active users both exceed 600 million, while Kuaishou's daily active users are approximately 370 million and monthly active users are approximately 800 million. Douyin is slightly larger than Kuaishou in terms of user scale;

Douyin is mainly young people, and its content covers all age groups and fields, focusing on creativity, fashion, and fun. Kuaishou mainly focuses on young people and rural users, with rich and diverse content, including life, comedy, talent, etc. Douyin's recommendation algorithm is more accurate and can recommend relevant content based on the user's interests, geographical location, time, and other factors. Kuaishou's recommendations the algorithm is relatively simple, and it mainly makes recommendations based on user attention and popular content; both Douyin and Kuaishou have functions such as short video shooting, editing, and sharing. Douyin generates revenue with playback volume, and the revenue model is more flexible; while Kuaishou's revenue mainly relies on platform traffic commission, which is relatively low for small-scale short video authors; Douyin's user stickiness is high, and fans The interaction rate and activity are good. Kuaishou's user stickiness is relatively low, but it has strong social attributes, and interactions between users are more frequent. Both Douyin and Kuaishou provide commercial monetization channels such as advertising and live streaming. In contrast, Douyin's monetization method is more flexible, while Kuaishou performs better in live streaming.

2.2) The mainstream of contents on Douyin and Kuaishou platform

In short, Douyin and Kuaishou each have advantages in terms of user scale, content form, functional features, etc., and each attracts many users. Douyin focuses on creativity, fashion, and fun, and focuses on user interaction; Kuaishou focuses on life, comedy, talent and other content, emphasizing social attributes. This article mainly studies what type of video production will increase the influence and sales of Yi costumes, because Yi costumes are exquisite items that will bring visual impact to the audience, and they need to be on a platform that is more receptive to beauty and fashion, so to sum up, the Douyin platform is more suitable for the research purpose of this article.

2.3) The 3rd parties application connection

In addition to Kuaishou, the author also analyzed other popular video platforms, each of which has different features and functions. Weishi is a short video sharing community application launched by Tencent, which was first launched in 2013. Weishi users can log in through QQ account, Tencent Weibo, WeChat and Tencent email accounts, and simultaneously share the short videos they shot to WeChat friends, Moments, QQ Space, Tencent Weibo and other social platforms. Weishi has launched a series of special functions, such as variety show text stickers, dynamic pendants, beauty filters, AR shooting, etc. However, although Weishi is backed by the big tree of Tencent, its performance in the short video market has not met expectations, and it is gradually being overtaken by other platforms. Weibo short video is a function launched by the Weibo platform. Users can post and watch short videos on Weibo. Weibo short videos have strong social attributes. Users can follow their favorite short video creators, comment, like, and share their works. The content of Weibo short videos is rich and diverse, covering many fields such as comedy, current affairs, talent, and life. Since Weibo itself has a huge user base, the short video function has also attracted many users to participate in creation and viewing. However, Weibo is not a specialized short video platform. Users use Weibo more for sharing daily pictures and texts, which is equivalent to a public version of WeChat. WeChat short video is a new feature launched by WeChat. Users can shoot short videos of 6-8 seconds in WeChat and share them to Moments. The WeChat short

video function is simple and easy to use, but it does not provide additional functions such as filters and themes. Nonetheless, due to WeChat's huge user base, WeChat short videos quickly attracted many users after their launch. However, WeChat short videos mainly focus on dissemination within the circle of friends and do not provide sharing functions with other social platforms.

2.4) The dimension of domestic commercial

Excellent short video platforms emerge in endlessly, and they are updated very quickly. After commercialization, the remaining platforms are all excellent platforms with their own advantages. By analyzing the top domestic video platforms, the author finally determined that the Douyin platform is the most suitable video platform for the research purpose of this article.

This article studies the culture of ethnic minorities on a large scale, and the types of people who use the Douyin platform are relatively wide. Most ethnic minorities choose to use the Douyin platform. The users of the Douyin platform cover all ethnic groups across the country, including many ethnic minorities. nationality. On Douyin, there are not only ethnic minority creators sharing their daily lives and showing ethnic characteristics, but also many short videos about ethnic minority culture, music, dance, food, and other content. As an inclusive short video platform, Douyin provides a window for ethnic minorities to showcase their culture, communicate and interact, and integrate into modern society. Many ethnic minority creators have gained many fans on Douyin and even become Internet celebrities. This shows that Douyin has higher appeal in attracting ethnic minority users. In addition, Douyin also actively promotes the development and image dissemination of ethnic minority areas. The short videos on the platform showcase the beautiful scenery, folk customs, and characteristic industries of ethnic minority areas, which can help enhance the visibility and reputation of ethnic minority areas and promote regional economic development.

To be more specific, this article mainly studies the video presentation type of Yi costumes. Judging from the popular videos on Douyin in the past two years, ethnic cross-dressing videos are very popular on Douyin. In recent years, more and more people are interested in ethnic culture, and ethnic cross-dressing videos on

the Douyin platform have become a popular content. Many netizens are keen to watch and share these videos. On the one hand, they can understand the traditional culture of different ethnic groups, and on the other hand, they can also feel the fun and surprises brought by cross-dressing. The ethnic cross-dressing videos on the Douyin platform come in various forms, ranging from interesting scenes of daily life to large-scale event scenes full of ritual. The creators use exquisite makeup skills and props to vividly display the characteristics of various ethnic groups. These videos not only give viewers a more intuitive understanding of the traditional costumes and customs of various ethnic groups, but also inspire people's love and pride in national culture. Douyin is an advantageous platform for promoting Yi costumes

4.2 The developing of Yi Tribe clothing video clips for online marketing

4.2.1 The results of studying on video type for Yi clothing

As China's intangible cultural heritage, Yi costumes have rich cultural connotations and unique artistic value. It has unique ethnic pattern design, pure hand embroidery technology, clever color matching, coupled with exquisite headwear and gorgeous silver jewelry. This complete set of Yi costumes will definitely make people's eyes shine and feel shocked, as the Yi costumes gradually appear in front of people, its exquisite beauty stands out among many ethnic costumes. Although Yi costumes have become a business card of the Yi people, compared with the characteristic cultures of other ethnic groups, publicity is still insufficient. If you want to better promote Yi costumes, in this era of rapid development of new media, the most effective way is to use short videos to promote Yi costumes. Use new media short videos as a carrier to show the charm of Yi costumes.

Nowadays, there are various styles of videos on the Internet. After sorting them out, these short videos can be roughly divided into the following categories: plot type, which mainly tells stories; life type, which mainly shows the details of daily life; and imparts knowledge. The education category focuses on skills and skills; the evaluation category displays product experience, evaluation and suggestions; the sports competition category showcases sports competitions, sports skills and healthy lifestyles; the eating, drinking and entertainment category introduces travel destinations, attractions and food; follow Fashion categories such as trend

information, dressing tips, and beauty tutorials; entertainment categories including celebrity gossip, entertainment news, funny short films, etc.; pet categories showing the life details and interesting moments of cute animals; focusing on parent-child relationships, parenting experiences, and family life Parent-child categories; game categories including game guides, reviews, and event reports; appearance categories that showcase a person's good looks, outstanding temperament, or figure, etc. The short video platform is an open, interactive and participatory platform. Everyone can be a viewer or a publisher, so with more and more video publishers from all walks of life and all ages, there are more and more video styles and types, which are dazzling and endless.

How to determine what kind of video style can effectively and quickly let people understand Yi costumes more comprehensively and like Yi costumes? In this chapter, the author conducted a more careful study on this issue. We focused our research on the Douyin short video platform, which is suitable for studying Yi costumes. We sampled 100 short videos labeled "Yi costumes", classified them by the number of likes, comments, and collections, and screened out 30 Excellent videos, and analyze the type characteristics of these videos one by one, and finally summarize the types of Yi clothing video types that audiences are willing to stay and watch and can leave a deep impression.

When it comes to the popularity of a video, everyone's first reaction is to think of the number of likes on the video. The number of likes is an expression of the audience's liking, support or recognition of the video content. The higher the number of likes on a video, the more the audience likes the content and thinks the video is valuable or relatable. At the same time, the number of likes also reflects the quality and communication effect of the video. For creators, a high number of likes means that the video content is highly attractive and influential. The number of comments on a video reflects the audience's participation and interactivity in the video content. After watching a video, if viewers have thoughts, feelings or questions about the content, they usually interact with other viewers and creators through comments. Videos with many comments indicate that the audience has a high level of attention and enthusiasm for discussion about the content, indicating that the video resonates with the audience or stimulates their thinking. Lively discussions can increase the

popularity of the video. In addition to likes and comments, Douyin videos also have a collection function. The number of collections indicates that the audience thinks the video content is valuable and is willing to save it for later viewing or sharing with others. Highly favored videos are often high in viewing value, educational, or entertaining, attracting viewers' attention and driving them to act. In addition, the number of collections is also an indicator to measure the reputation and communication effect of the video. The number of likes, comments and collections of a video reflect the popularity, audience engagement and content value of the video from different angles. For creators, these indicators help understand audience needs, optimize content strategies, and improve work quality and communication effects. At the same time, the researcher of this article can also use these three indicators to understand the audience's preferences and concerns, and accurately find videos suitable for research and analysis.

The researcher searched for "Yi costumes" on the Douyin platform. Among the videos that came out, based on the order of "most likes", they sampled the top 100 videos for viewing analysis, and selected 30 representative videos for analysis. Their characteristics and types, details as follows:

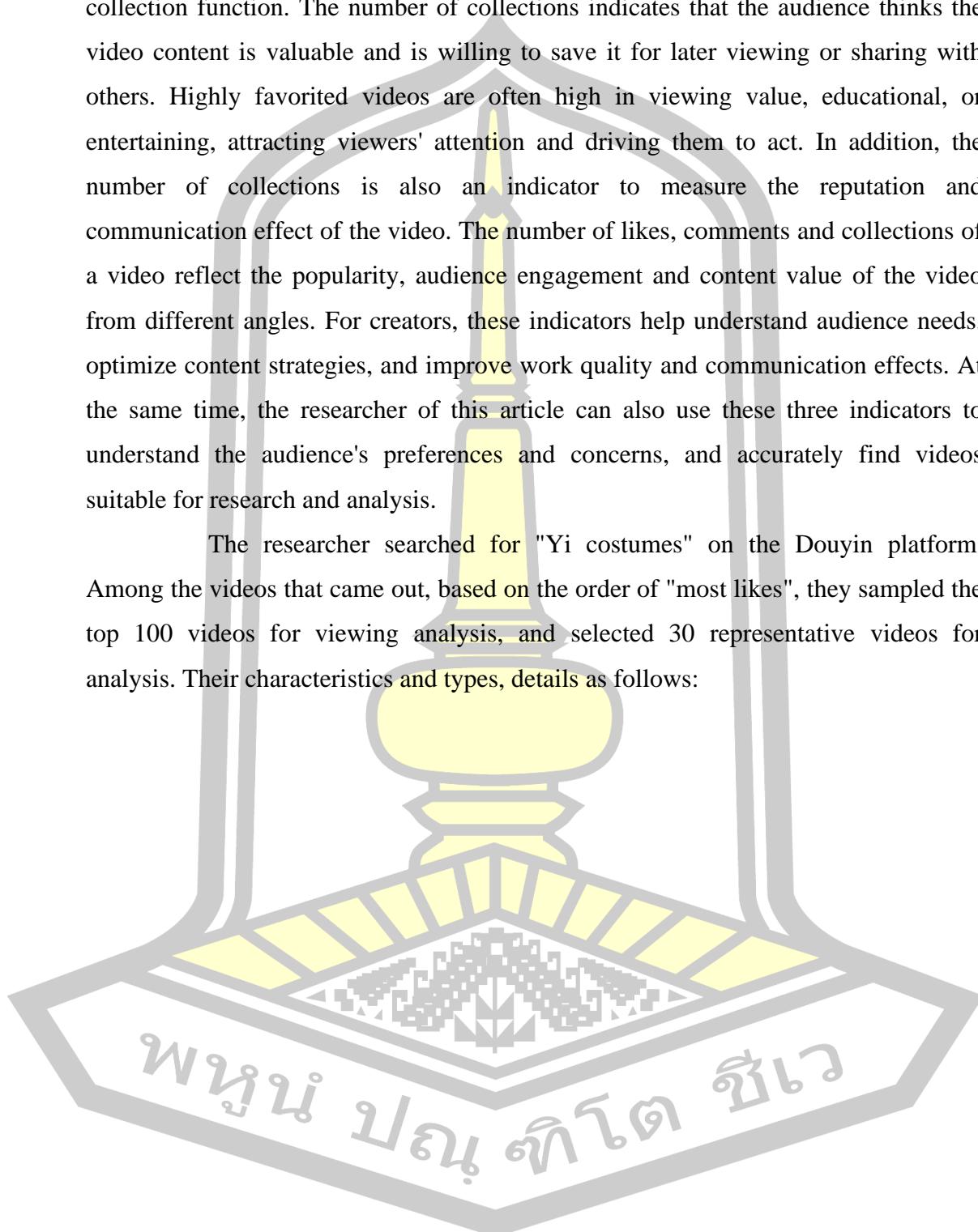


Table 1 Excellent Video-Type analysis

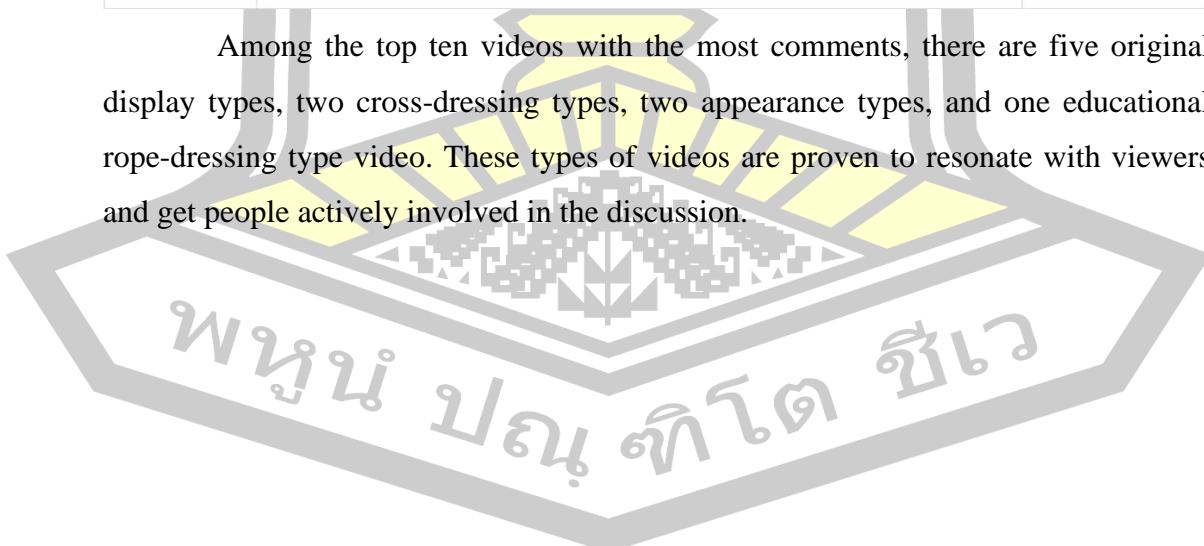
Top 10 likes		
Author ID	Video features	Number of likes
Yi artifacts	The type is a cross-dressing show. The picture quality is transformed from ordinary picture quality to exquisite texture. The characters are old people and children, and the visual impact before and after the cross-dressing is strong. Not only did the clothes change, but the environment also changed from an ordinary cloudy day to a snowy field. The overall visual contrast was strong and shocking.	3.429 million
Yi artifacts	The type is a cross-dressing show. The protagonist of the video uses the hot character from the previous video. The detailed characteristics of the character, such as the facial details and expressions of the old man, etc., capture the gimmick of the hot video in time.	2.608 million
Gog Xing	The beautiful internet celebrity has her own traffic. She uses retro blurry images, combined with the retro ancient city environment and low-saturation colors. The entire video has a sense of age and can easily put the audience into memories. Belongs to the appearance category.	1.128 million
Yi artifacts	Seizing the hot trend and striking while the iron is hot, we filmed the third cross-dressing video. The protagonist still used popular characters, and added several other distinctive characters to more comprehensively display different types of clothing.	809000
Konoha	Men's cross-dressing video, personal account, appearance type, very handsome boy, more than 200,000 fans base, using a mobile phone to shoot, the picture quality is ordinary but more people-friendly, and it has captured the popularity of cross-dressing.	577000
Yu Wen	The photos were taken with a mobile phone, in a short time, using slow playback, and matched with suitable music. The creator has an elegant temperament, is beautiful and generous, and belongs to the good-looking type.	447000
Juju's classmate in Paris	It focuses on spreading Yi clothing culture, with life-like pictures and bold innovations. Wear Yi clothing and promote it on the streets of Paris. The content is mainly about communicating with passers-by on the streets of Paris, which directly demonstrates the process of cultural communication and the type of educational communication.	424000
Zhou Baobao	The type of exporting culture to foreign countries randomly found a beautiful Brazilian girl to try on Yi costumes abroad, and interviewed her about her feelings. The Yi costumes were presented to foreigners in a special way, and the process was presented to everyone through Douyin. , educational communication type	329000
Jike Junyi	Jike Junyi is a representative of the Yi ethnic group among celebrities. Her videos have their own network traffic. The shooting pictures and angles are generally professional. The pictures are exquisite and textured, and the makeup is exquisite, which belongs to the good-looking type.	270000
Huan Ahei (Daliangshan)	The character is a Liangshan Yi girl, wearing Yi costumes and showing off on the streets of Paris. The shooting style is random shooting with a mobile phone, and the picture quality is average. However, it is a hot topic to spread Yi culture abroad. In addition, the creator looks like a Yi girl. The Yi costumes worn are also very exquisite and professional. It belongs to the type of educational communication.	163000

Among the 100 samples we selected, after analyzing the content and style types of the top ten videos with the most likes, we found that the videos with higher number of likes include four types of cross-dressing, three types of education and inheritance, and two types of videos. Good-looking type, a retro DV type, these types of videos successfully attract the audience's eyes and are willing to like these videos.

Top 10 comments

Author ID	Video features	Number of comments
Yi artifacts	In the scene-changing video, the protagonist is a senior Yi person. The colors are monotonous. The sacred Bimo culture is the focus of heated discussion.	11000.00
Yi artifacts	The scene of the grand festival, the Yi girls attended in full costumes, wearing a full set of silver jewelry, the scene was shocking, and the spectacular silver jewelry was the focus of discussion	11,000
Yini not beautiful	Use mobile phone to push and pull the lens to capture vivid videos. The protagonist wears a set of exquisite Yi costumes in Shanghai Oriental Ethnic. He boldly displays the Yi costumes in front of passers-by. The factor that caused heated discussions is the audience's resonance with the Yi costumes.	11000
Sister Min	Life shots, Yi wedding, the bride and bridesmaids wore Yi costumes and took the train to the wedding venue. The hot topics are the costumes for ethnic minority weddings and Yi weddings.	72000
Yi artifacts	The video picture changes from bright colors to black and white. The picture is exquisite, the visual effects are shocking, and the appropriate slow-down makes the characters walk with full aura. The hot topic is the fashion of the picture, which seems to be on the catwalk.	16000
Drama Girl-Xiao Hu	Xiao Hu is a cross-dressing internet celebrity. This video continues her cross-dressing style, arousing everyone's resonance and participation in discussions about Yi ethnic portraits.	13000
Qumu Axiu	The content of the video is the "changing of children's skirts" ceremony for little girls of the Yi ethnic group. There was a heated discussion in the comment area about the custom of changing of children's skirts of the Yi ethnic group.	13000
Zhao Dada	The video was shot using professional technology. The protagonist is dressed in Yi costumes and holding a torch. The video is colorful, exciting and has a clear theme, which aroused heated discussions among the audience about the "Torch Festival".	12000
Yuexi Culture and Tourism	The official account, wearing Yi costumes and displaying them in other provinces, was a hot topic during the video release stage. It aroused the audience's discussion on the unity between the Yi people and other ethnic groups.	20000
Tanke xi	Yi girls wore Yi costumes and sang one of the most famous songs of the Yi people, "Don't Be Afraid". The audience had a heated discussion about Yi songs.	52000

Among the top ten videos with the most comments, there are five original display types, two cross-dressing types, two appearance types, and one educational rope-dressing type video. These types of videos are proven to resonate with viewers and get people actively involved in the discussion.



Top 10 collections

Author ID	Video features	Number of collection
Yu Wen	The photos were taken with a mobile phone, in a short time, using slow playback, and matched with suitable music. Belongs to the appearance type.	29,000
Abbess	The retro filter used has a single color with a faded feeling, the visual effect is hazy and dreamy, the protagonist is pure and cute, the shooting state is agile, and it belongs to the good-looking type.	37,000
Tanke xi	The video is colorful and highlights the characteristics of clothing and accessories. The creator is pretty and cute, with a beautiful singing voice. He is wearing Yi costumes, sitting freely on the side of the road, singing Yi songs. Belongs to the appearance type.	71000
Viewing mountains and seas with fog	The video uses a retro filter and the image quality is blurry, but the protagonist is beautiful and the whole thing reflects the beauty of the times. Belongs to the appearance type.	11000.00
vvXiao Tian	The handsome boy is wearing Yi costumes, holding a Yi hat and a hero belt. The video has strong colors, lively characters, rich texture and a full movie feel. Belongs to the appearance type.	10000
Yooha Yoha	The video uses a transition effect. The scene of a Yi man wearing ordinary clothes and riding a motorcycle on the road transitions to a scene of a Yi costume riding a horse galloping on the grass. The position of the video is shot horizontally to highlight the	20000
China Youth Daily	The content of the video is the same as that of Sister Min, but the number of likes, comments, and collections is much higher than that of Sister Min. This video has the help of an account. The account is an official account.	61000
It turns out to be a girl	The video content shows Yi singer Jike Junyi singing one of the most famous songs of the Yi people, "Don't Be Afraid", at the scene. The singer is dressed in Yi costumes and sings the song with heart under the spotlight. It is an entertainment video.	31000
Guo Yizhi	The cross-dressing video was shot from a bird's-eye view, capturing the stature of the characters wearing Yi costumes. The video uses slow-motion close-ups to show that the characters and clothes are integrated into one, beautiful and spectacular. It belongs to the category of cross-dressing appearance.	6443
butuo media	The background music is representative Yi music, and the picture shows women in costumes at the funeral. A few simple shots express the heavy themes of the video.	6466

Most of the Yi costume promotional videos on the Douyin platform not only display the traditional characteristics of Yi costumes, but also incorporate modern aesthetic tastes, showing diversified genre characteristics. There are many excellent videos that are deeply loved by everyone. Here, I have to mention that the most popular one on the Douyin platform is a creator with the ID name "Yi Artifact". This ID has 349,000 fans. Several videos about Yi costumes with millions of likes on the entire Internet are all from this ID. It is a special account to promote Yi costumes. Its manager is a person from Liangshan Yi Autonomous Prefecture. A girl from the Yi ethnic group - Shama Youyou. Through communication with Shama Youyou, I learned that the video account she created not only has the purpose of promoting Yi costumes, but also spreads Yi culture by letting everyone understand Yi costumes.

This idea is consistent with this research. The ideas are roughly consistent. Whether it is the research and presentation of Yi costumes or the shooting and display of videos, "Yi Artifacts" is very professional. It is no exaggeration to say that every video of "Yi Artifacts" is a visual feast. From the picture quality to the shooting techniques, from the clothing details to the overall composition, it fully demonstrates the unique aesthetics of the creator and the exquisite skills of the Yi embroidery craftsmen. The video shooter's in-depth understanding of Yi culture and love for photography make every shot full of vitality, and every frame is like a vivid ethnic custom painting. In the video, the colorful and unique costumes of the Yi people are vividly displayed in the camera. Through the exquisite depiction of clothing elements, the audience seems to be able to feel the enthusiasm and unique charm of the Yi people. The video cleverly incorporates the traditional culture and modern elements of the Yi people, making the entire video rich in national flavor and contemporary. In terms of lens use, the photographer skillfully captured the beauty of the details of the Yi costumes, and at the same time demonstrated the simple and kind nature of the Yi people. The changes in light and shadow in the pictures in several popular videos make the textures and colors of the clothes richer and intoxicating. In addition, the scene switching and rhythm in the video are just right, allowing the audience to feel the charm of Yi culture and the enthusiasm for life while admiring the exquisite costumes.

4.2.2 The designing for video production

The author analyzed the people's videos of "Yi Artifacts" and found that the popular videos can be roughly divided into two categories. One is the cross-dressing type video that has been popular in the past two years, and the other is the original Yi group display category. Everyone is familiar with the former, because cross-dressing videos are more common on the Internet. So, what is the original ecological group display? The protagonists of this type of video are not beauties and handsome guys. They do not have outstanding looks, perfect bodies, or exquisite makeup. They are a group of ordinary people with their own characteristics. Such videos in "Yi Artifacts" all use senior Yi people, both men and women, old and young. They are Yi people who were born and raised in the mountains. Some of them

can't even speak Chinese. They have a strong ethnic flavor. The video creators have captured this original nature of themselves, combined with shooting angles, lens changes, color adjustments, and rhythmic music, making the visual impact of the video very strong. In the video, several or even dozens of Yi people, wearing gorgeous Yi costumes, are walking with imposing steps, with natural and simple expressions. Some people even have their accessories swinging with the steps, and the colors are cleverly adjusted and changed with the rhythm of the music. Such a shocking picture is like a T-shirt show, but its protagonists are kind-hearted and simple common people. The collision of these two contrasts attracts the attention of the audience and makes them want to know more about the video. There are relatively few videos in the "original Yi group display category" on the Douyin platform. It is a relatively innovative type and is a video type suitable for showing ethnic minority costumes. As shown in Figure 48 Original ecological Yi group display category and Figure 49 .



Figure 48 Original ecological Yi group display category



Figure 49 Product director Pradit Yi gave a lecture on promoting Yi clothing.

For videos showing the original Yi ethnic group, although they attract the attention of the audience and have good publicity effects, such videos first require more professional shooting equipment and photographers, secondly, they need a wider venue, and finally they need When people wear costumes, but now it is not common for Yi people to wear costumes in daily life, so it is necessary to take pictures when there are grand events. Therefore, this type of video will be subject to some restrictions. The preparation work is complicated and cannot be shot anytime and anywhere. It is not suitable for non-professionals. This is the main reason why this type of video is popular, but the number on the Douyin platform is very small.

According to the analysis of the top 30 video types selected, in addition to the "original Yi group display" videos that are loved by everyone, there is another type of video that is also very popular, that is, the cross-dressing video. On the Douyin platform, the two videos with the highest number of likes are the two cross-dressing videos posted by Yi Artifact ID, with 3.42 million and 2.6 million likes. This shows that this type of video is very popular.

Cross-dressing videos have continued to attract a lot of attention on the Internet in the past two years. This type of video is a relatively new idea on Douyin. This form can attract the audience's attention, arouse curiosity and desire to explore, thereby increasing the click-through rate and views of the video. The content of cross-dressing videos is very diverse, which can be simple clothing changes, scene changes, or identity changes through makeup, props, etc. These diverse contents can meet the preferences and needs of different audiences. Cross-dressing videos can often arouse emotional resonance among viewers. For example, cross-dressing shows the

characteristics of characters of different ages, genders, occupations, etc., allowing viewers to feel the living conditions and emotional experiences of different characters, thereby generating resonance and emotional identification. Compared with other types of videos, the production of cross-dressing videos is relatively simple and does not require too much equipment and skills. You only need to master some basic shooting and editing skills to produce high-quality videos. The Yi costumes themselves have a sense of mystery and are exquisite. From the ordinary dress before the cross-dressing to the exquisite Yi costumes after the cross-dressing, plus the assistance of music, scenes and props, the whole video has a sharp contrast between the front and back, which is very impressive. Strong visual shock. In this type of video, in addition to the classic cross-dressing videos of "Yi Artifacts", there are also Yi boys "Yooha Yoha" and "Konoha" who do better. The videos produced by these two boys were shot with mobile phones. Although the picture is not as exquisite as the video of "Yi Artifacts", it also highlights the popularity of short video shooting, making the audience feel more intimate and closer to life. As shown in Figure 50 Cross-dressing type.



Figure 50 Cross-dressing type

4.2.3 The selected type of video

Among the 30 popular videos, there is another type of video that is very popular among viewers, that is, the appearance category. The likes, comments, and collections are all very high, and the creators who publish this type of videos are the

most numerous. Because this type of video has relatively low requirements for shooting equipment, shooting skills, shooting scenes, etc., it mainly focuses on showing the appearance, temperament and aesthetics of the characters. It has a strong visual impact and can quickly attract the audience's attention. Love Everyone has a heart for beauty. From the analysis of 30 popular video types, we can see that among the top 10 most collected videos, 6 videos belong to the beauty type, accounting for 60%. It can be seen that this type of video It can arouse the resonance of the audience and make the audience have a strong favorable impression, thereby stimulating the willingness to collect. First of all, appearance type videos are themed around showing a character's appearance, temperament and aesthetics, and have strong visual impact and appeal. Yi costumes have exquisite embroidery styles and gorgeous silver ornaments. Using high-looking characters to show the unique style and details of Yi costumes can fully demonstrate the beauty and characteristics of Yi costumes. Secondly, Yi costumes are my country's intangible cultural heritage and have rich historical and cultural connotations. Through appearance-type video display, the cultural heritage contained in Yi costumes can be effectively spread, and the audience's understanding and recognition of national culture can be improved. At the same time, it can trigger lively discussions and interactions among the audience. By watching and discussing Yi costume videos, viewers can learn more about and love this ethnic costume. Publishers with good looks have high attention and communication power on social media and video platforms. They can spread Yi costumes and Yi culture to audiences of all ages and in all fields who like them. The high attention and communication power of good-looking videos make them have high commercial value and are suitable for various forms such as advertising, endorsements, and product promotions. In short, good-looking videos are very suitable for promoting Yi clothing. As shown in Figure 51 Appearance style.



Figure 51 Appearance style

On the Douyin platform, among the topics about Yi costumes, "education and inheritance type" videos are also more popular among viewers. For example, "Classmate Juju in Paris" wore a full set of gorgeous Yi costumes on the streets of Paris, boldly communicated with passers-by, and spread the culture of Yi costumes to foreigners on the streets of Paris. The beautiful Yi costumes were appreciated by foreigners and made them intuitive I learned about the Yi costume culture and the Yi nation. The same video type is "Zhou Baobao". This creator brought Yi costumes to the streets and found a Brazilian beauty to put them on and show them. The beauty and people on the street were full of praise for the Yi costumes. Colleagues "Zhou Baobao" is also very serious about popularizing Yi costumes and Yi culture to everyone. This is also true of creators whose ID is "Huan Ahei (Daliangshan)". This blogger is a Yi model and looks like a Yi girl. She also wears Yi clothing on the streets of Paris to promote and popularize Yi clothing. There are many more educational and heritage videos. The above are representative IDs and creators who are deeply loved by the audience. Bloggers with a large number of fans wear Yi costumes on the streets abroad, showing the charm of Yi costumes, which can arouse the curiosity and desire to buy of passers-by. As domestic audiences, after seeing it online, they will have a sense of pride, which in turn will inspire domestic people. Go and learn more about Yi costumes. In the video, the creator explains the styles, patterns, colors and other aspects of Yi clothing, which improves domestic and

foreign audiences' understanding of Yi clothing. The creator actually wears a complete set of Yi costumes in the video, allowing the audience to intuitively feel the beauty and characteristics of Yi costumes. This type of video can trigger heated discussions among the audience. Everyone will feel that this is a positive energy and a way to showcase Chinese culture to the world. They will actively express their opinions and share their opinions in the comment area, and even participate in the production and production of the video. During the dissemination process, Yi costumes were further promoted. In addition to displaying education and inheritance videos in foreign countries, more creators are displaying education popularization in China. This traditional education type of video is also relatively popular. It can attract potential consumers and promote Yi clothing and related products. The sales of products promote the development of the industry and can also promote the development of local tourism. The beauty of Yi costumes can be displayed through videos to attract tourists to travel to Yi areas. The educational inheritance type video shows the beauty and charm of Yi costumes and enhances the national pride of the Yi people.

In addition to the above typical styles that are loved by the audience, it can be seen from the top 30 popular videos that there are also several more popular styles. For example, the creators whose IDs are "xing gou", "Abbess", and "shanghaiwanfo" like to shoot retro DV-style videos. Retro DV simulates the visual effects of old-fashioned DV machines, presenting low-fidelity, film-like videos. The sexy picture has a nostalgic atmosphere, giving people a feeling of going back in time. Videos shot on retro DV have unique visual effects and convenience, and are suitable for the exotic clothing styles of ethnic minorities. The creator with the ID "Tankxi" used a talent show-type video to attract a group of viewers. She used singing Yi songs to show off her singing voice and Yi culture. Talent show videos mainly showcase personal talents, allowing creators to give full play to their strengths, such as dancing, singing, painting, handicrafts, etc. This style of video highlights your personality and attracts your audience's attention. Talent show videos often resonate with audiences, who can express their views and opinions in the comment area and interact with the creators. This interaction helps build a connection between creators and audiences, cultivating a loyal following. Talent show videos are not only entertaining but also

educational. The charm of Yi songs lies not only in the music itself, but also in the rich cultural connotations behind it. By singing Yi songs, the creators can let more people understand the history, costumes and culture of the Yi people, thereby achieving the purpose of inheriting and promoting Yi culture. As shown in Figure 52 Retro DV style.



Figure 52 Retro DV style

Because new media has civilian characteristics, everyone can become a video publisher, so now there are many video styles on the Internet and they emerge in endlessly. But every style has its own promotional theme. For example, Yi clothing, based on the collection of videos on the Douyin platform, found that suitable styles for promoting Yi clothing include: original ecological display type, appearance type, cross-dressing type, education science type, retro DV type, etc. Promoting the right thing in the right style will get twice the result with half the effort.

4.2.4 The Internet and platforms for distribution

The rise of the Internet age has accelerated the pace of social development, and the emergence of short video advertisements saves the audience from watching tedious graphic advertisements and monotonous traditional TV advertisements, shortens the time for people to understand a product, and enriches the channels and channels for understanding content. As the influence of Yi clothing on the Internet has gradually expanded in the past two years, the advertising effect is getting better and better, and the sales situation on the Internet is also slowly improving. With the development of e-commerce platforms and consumers' emphasis

on national culture, Yi costumes have gradually emerged online. According to surveys, Yi clothing is sold on all major e-commerce platforms, such as Douyin, Taobao, Pinduoduo, etc. In addition, some ethnic specialty commodity e-commerce platforms, such as Ethnic Culture Network, Ethnic Customs Network, etc., also provide sales channels for Yi clothing. Currently, there are many types of Yi clothing sold online, including traditional Yi clothing, improved Yi clothing, Yi accessories, etc. With consumers' emphasis on and recognition of national culture and the development of online sales platforms, online sales of Yi clothing are still showing an upward trend. Although the online sales of Yi clothing show a good development trend, when you look at the entire market and compare it with the sales of other products online, you will still find that the sales of Yi clothing still have many shortcomings. As a product with national characteristics, the consumer groups of Yi clothing are mainly concentrated in areas where the Yi people live together and people who are interested in this kind of culture. Compared with popular products, the number of potential consumers of Yi clothing is relatively small. Moreover, Yi costumes have unique national styles and cultural connotations. For consumers who do not understand Yi culture, it may be difficult to have the desire to buy them. Consumers originally had relatively little understanding of Yi clothing, and the publicity and promotion of Yi clothing on the Internet was also relatively small, resulting in a further decrease in the number of consumers who knew about Yi clothing. Less well-known products often struggle to stand out in a highly competitive market. Therefore, if you want to improve the current sales situation of Yi clothing, you can improve it through online publicity. Compared with other popular products, the online promotion of Yi clothing is relatively small, resulting in limited consumer understanding of Yi clothing. This limits the market potential of Yi clothing for online sales. Producing popular short videos of Yi clothing so that more viewers can see it, making them understand Yi clothing and promoting their desire to buy is an effective way to increase the sales of Yi clothing.

4.2.5 Development and production of Yi costume videos

In this section we will carry out the second purpose of this research, producing 5 short videos of Yi costumes. After conducting in-depth research on Yi

costume culture in the early stage, we learned about the classification, styles, and pattern meanings of Yi costumes. Based on the research results, we selected five sets of Yi costumes suitable for the corresponding styles.

First, we organized a shooting team to go to the Yi area for on-site shooting. For this production shoot, we also found the most popular Yi creators on the Douyin platform - Shama Youyou and Liangshan's local Yi internet celebrities. Lin Yu. We designed 5 different types of videos, namely a Yi original ecological type video, a cross-dressing type video, two appearance type videos, and a DV retro type video.

At the shooting site, we strictly followed the shooting plan, and team members performed their duties to ensure that the shooting went smoothly. The following is a brief introduction to the production process and content of five Yi costume short videos:

1) Yi original ecological type video:

Shooting location: A mountain with beautiful natural scenery

Content: Shows the beautiful charm of Yi costumes in the original ecological environment. The characters include local Yi people, men, women, old and young, showing the harmonious coexistence between the original Yi people and nature. As shown in Figure 53 Video produced 1.



Figure 53 Video produced 1

2) Cross-dressing type videos:

Shooting location: countryside, stable

Content: Wearing modern clothes at the beginning, the scene transitions to Yi costumes when putting on a hat, reflecting the inclusiveness and fashionable charm of Yi costumes. As shown in Figure 54 Video produced 2.



Figure 54 Video produced 2

3) Appearance type videos:

Shooting location: Picturesque scenic spot

Content: By showing beautiful models wearing Yi costumes, it shows the richness and unique beauty of Yi costumes. As shown in Figure 55 Video produced 3.



Figure 55 Video produced 3

4) Appearance type video (2):

Shooting location: local scenic spots

Content: In familiar scenic spots and distinctive places, models wear Yi costumes to show off the beauty of Yi costumes. As shown in Figure 56 Video produced 4.



Figure 56 Video produced 4

5) DV retro type video:

Shooting location: Historical place

Content: Using retro tones and techniques, it shows the inheritance and evolution of Yi costumes in the long history, highlighting their cultural heritage. As shown in Figure 57 Video produced 5.



Figure 57 Video produced 5

During the shooting process, we made full use of the characteristic elements of Yi costumes, such as colors, patterns and styles, and demonstrated the diversity of Yi costumes through different styles of shooting techniques. In addition, during the short video production process, we also paid attention to incorporating Yi cultural symbols and background music to enhance the artistic expression and appeal of the video. After the filming was completed, we posted five short videos on the Douyin platform and actively interacted with the audience to prepare for the next step of collecting their opinions and suggestions through a questionnaire survey.

4.3 The Results of Audience Feedback

With the popularization of the Internet and the rise of short video platforms, more and more people understand and appreciate the cultural characteristics of various ethnic groups through the Internet. The purpose of this study is to let more people understand Yi clothing through short videos and have a desire to buy it. In the early stage, we conducted a survey and summarized the video style suitable for promoting Yi costumes and produced 5 corresponding short videos. The questionnaire survey in this chapter aims to understand the audience's understanding of Yi costumes and their preferences for Yi costume promotional videos by analyzing some of the opinions of those who filled out the questionnaire about Yi costumes after watching short videos.

By conducting a questionnaire survey on 100 viewers who watched the five short videos we shot, we will explore the following aspects: the audience's awareness of Yi costumes, the audience's preference for the type of Yi costume videos, the short videos of Yi costumes The communication effect of video and the role of short video promotion in the sales of Yi clothing. By analyzing the answers to these questions, we hope to provide some useful reference for the promotion and sales of Yi clothing culture and provide reference for the future use of short video platforms to spread other ethnic cultures.

This questionnaire should have received 100 respondents but received 103 respondents which are valid questionnaires. The specific questionnaire survey results are analyzed as follows:

Table 2 The gender

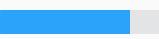
Options	Subtotal	Proportion
A. Male	52	 50.49%
B. Female	51	 49.51%
Number of valid entries for this question	103	

Table 3 Age of respondents

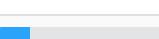
Options	Subtotal	Proportion
A. 18-25 years old	23	 22.33%
B. 26-35 years old	37	 35.92%
C. 36-45 years old	28	 27.18%
D. 46-55 years old	15	 14.56%
Number of valid entries for this question	103	

Table 4 The level of well known about Yi costumes before participating

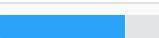
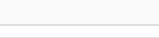
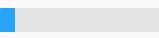
Options	Subtotal	Proportion
A. Very knowledgeable	40	 38.83%
B. Know better	49	 47.57%
C. Generally,	9	 8.74%
D. Do not know much	2	 1.94%
E. Don't understand at all	3	 2.91%
Number of valid entries for this question	103	

Table 5 The experience on the promotional online videos of Yi costumes

Options	Subtotal	Proportion
Seen	81	 78.64%
Have not seen	10	 9.71%

Options	Subtotal	Proportion
Can not remember	12	11.65%
Number of valid entries for this question	103	

Table 6 The favorite of video clip after watching

Options	Subtotal	Proportion
Video 1	26	25.24%
Video 2	21	20.39%
Video 3	16	15.53%
Video 4	18	17.48%
Video 5	22	21.36%
Number of valid entries for this question	103	

Table 7 The feelings after watching the Yi promotional video

Options	Subtotal	Proportion
Yes	79	76.7%
No	24	23.3%
Number of valid entries for this question	103	

Table 8 The expect to learn more about Yi clothing

Options	Subtotal	Proportion
In-depth explanatory articles or reports	10	9.71%
Offline Yi costume exhibitions or events	14	13.59%
Online Yi Clothing Pictures	14	13.59%
High-quality short videos of Yi costumes online	65	63.11%

Options	Subtotal	Proportion
Number of valid entries for this question	103	

Table 9 The interest to buying Yi clothing after watching videos

Options	Subtotal	Proportion
A. Yes	77	 74.76%
B. No	26	 25.24%
Number of valid entries for this question	103	

Table 10 The factors influence for buying decision

Options	Subtotal	Proportion
A. prices	40	 38.83%
B. quality	45	 43.69%
C. design	55	 53.4%
D. cultural connotation	58	 56.31
E. brand awareness	58	 56.31%
Number of valid entries for this question	103	

This survey uses the results of the questionnaire survey as the data source, which is representative and extensive. In the process of data analysis, we will follow the principles of science, objectivity and fairness to ensure the accuracy and reliability of the survey results. Next, data analysis to gain a deeper understanding of the style bias and audience feedback of short videos on Yi ethnic costumes.

In the survey, thirty-nine point zero two per cent of people were very familiar with Yi people's clothing, and only 2.93 per cent knew nothing about it. We would like to emphasize that our survey is from across the country, not limited to the local survey of Liangshan. It is clear that Yi people clothing is indeed gradually entering the public's vision, with the current awareness or relatively optimistic. Have these

people ever seen videos of Yi people apparel on the internet? From the survey results, we can see that seventy-eight point five four per cent of people have seen videos of Yi people clothing, from which we can see that new media is powerful, it can quickly spread something that is not often seen to the audience through the Internet, through video, let the audience know this kind of thing, understand it, even like it, therefore, by making more popular by the audience of Yi clothing video, so that more people to understand it, this idea may be right. In the survey, we also asked viewers which of our five videos they liked the most. The result is that the five videos are about the same, which is enough to prove that the four popular styles we analyzed are Yi people eco-style, cross-dressing style, face-value style, and retro DV style, for Yi People's clothing promotion, it's all the more popular. After watching the videos, would the respondents be willing to learn more about Yi People's apparel? Sixty-eight point two nine per cent said they would like to know more about Yi people's clothing, which shows the appeal of our five promotional videos, it can draw the audience's attention to Yi people's clothing, making the audience willing to learn more about Yi people's clothing in the process of enhancing their understanding of Yi People's culture and understanding. It also shows that the videos have been successful in arousing viewers' interest and curiosity in Yi people clothing. Some people may question why we should study the production of short videos to spread Yi people Yi people apparel in so many ways? So let's move on to the results of our survey, in which we asked which way would you prefer to learn more about Yi people clothing? Only 13 of them chose more traditional articles or reports, while twenty-two wanted to learn about Yi people through offline activities. Thirty-six people wanted to learn more about Yi people clothing by watching fancy photo displays, while one hundred and thirty-four people wanted to learn more about Yi people clothing through short videos. First of all, compared with other traditional ways of communication, the video can visually display the rich details, unique style and exquisite workmanship of Yi people Yi people's clothing, so that the audience can clearly feel the charm of the clothing. And the rich short video platform has a wide user base, spread quickly, can watch a lot of related video at the touch of a finger, can make more people interested in Yi people clothing, increase its visibility. And short videos can be based on different audience preferences, through different types of video to display Yi people clothing, so that

different audiences easily accept the video content. In the wonderful short video, Yi people clothing promotion set beautiful music, beautiful pictures, rich topics in a body, make clothing display more vivid and beautiful. On the Douyin platform, short videos promoting Yi People's apparel products combine text, pictures, video, animation, special effects and other forms, while satisfying the audience's vision and hearing. At the same time, short video time is limited to 1 minute. This format can satisfy the different needs of viewers who want to know more about the content of the video and those who simply want to understand the casual viewer. It will help Yi people's traditional clothing culture to blend in with modern cultural trends. So can a popular short video, while engaging the viewer's attention, make the viewer want to buy something? According to the survey data, 166 people expressed interest in buying yi clothing after watching the video, which shows that the short video has a certain guiding role, a high-quality, creative short video can attract more viewers and stimulate their desire to buy. In the final multiple-choice questions, we also asked the audience to express the factors that affect their buying of Yi clothing, and the final results were similar. It can be seen that the audience will pay attention to the price-performance ratio of goods, including price, quality, design, brand and other factors after watching short videos. This also reminds us of Yi people clothing sellers, do a good job of product promotion also need to pay attention to product quality, after-sales and so on.

In the process of studying the type of Yi ethnic dress promotional video in Shake, we should not only pay attention to the existing successful cases, but also pay attention to the industry dynamics at all times and capture the new trends of new media communication. Only through continuous learning and innovation can we stand out in the fierce competition in the market, give wings to the cultural dissemination of Yi dress, and make this unique and charming national culture shine more brightly.

Chapter 5

Conclusions and Discussion

5.1 Conclusion

In this paper, the Yi people clothing promotional video as the research object, to explore the development of video clip advertising forms to promote the Yi people clothing marketing role. Clothing in Yi people is not only part of Yi people culture, it is also a unique form of cultural expression through which the people of Yi people pass on their history, culture and values. Therefore, the protection and inheritance of Yi costume culture is not only a respect for Yi people culture, but also a contribution to human cultural diversity. By analyzing the content and results of the Yi people clothing short video on Douyin platform, it concluded that five styles of video were better suited to Yi people clothing, were more popular with viewers, and increased the likelihood that viewers would buy a video, confirmed that the five favorite Yi people clothing video style in Yi people clothing marketing has a significant promotional effect. The study found that the use of short videos to promote clothing in Yi people has the advantages of vivid image, rapid spread and strong interactivity, which can help increase the popularity and influence of Yi clothing and change the stagnant sales of clothing in Yi people, to promote the development and cultural heritage of Yi People's apparel industry. It is of great significance to develop video clip advertisement form for promoting Yi's network marketing. It is expected to promote the prosperity and development of Yi people Yi People's apparel industry by means of innovative publicity to spread the apparel culture and stimulate the buying desire of the audience. The research results of this paper provide theoretical support and practical guidance for the practice of Yi's network marketing, and also have some reference significance for other nationalities' network marketing.

5.2 Discussion

In the new media era, the development of ethnic minorities has ushered in new opportunities. With the rapid advancement of science and technology and the globalization of information dissemination, new media has become an important

platform for all ethnic groups to display their culture, spread knowledge, and promote exchanges. In the development of the new media era, the Yi people can not only inherit and carry forward their unique national culture, but also leverage the power of new media to promote economic and social development, achieve national unity and harmony, and contribute to the cultural diversity and prosperity of the Chinese nation. In this new era, the development of the Yi people faces many challenges. How to make full use of the advantages of new media, integrate national culture into modern society, and improve the overall national quality has become a key issue for the development of the Yi people in the new media era. By actively integrating into new media, the Yi people can give full play to their own cultural characteristics, open up a broader space for development, and achieve exchanges and cooperation with other ethnic groups. In Chapter 2, we mentioned that Liangshan Yi Autonomous Prefecture has four national-level intangible cultural heritages. So in the era of new media, what should we do to better inherit these rare cultural heritages? In the era of new media, using its powerful communication power and wide influence to promote the intangible cultural heritage of the Yi people so that they can rejuvenate and vitalize them has become an important way for national cultural exchange and inheritance. However, in the development process of modern society, the intangible cultural heritage of the Yi people is facing the danger of gradually disappearing. In order to protect and inherit these precious cultural heritage, we must take practical and effective measures to increase the visibility and influence of the Yi intangible cultural heritage, integrate it into modern society, and inject new vitality into the prosperity and development of national culture. New media provides an ideal platform for the promotion of the intangible cultural heritage of the Yi people. Through various forms such as short video advertisements and live broadcasts, the intangible cultural heritage of the Yi people can be spread throughout the country and even around the world. This will not only help to increase the visibility of the intangible cultural heritage of the Yi people, but also inspire more people to pay attention to, study and inherit these precious cultural heritage. In the new media era, we are confident that we will see the intangible cultural heritage of the Yi people shine with new brilliance. The Yi people should actively utilize the power of new media to inherit and carry forward the

nation's excellent traditional culture and achieve the sustainable development of the Yi's intangible cultural heritage.

Yi costumes, as an important part of my country's intangible cultural heritage, carry the unique cultural genes and rich historical memories of the Yi people. It is not only a treasure of national culture, but also a shining pearl in the treasure house of human civilization. In the long history, Yi costumes have gone through vicissitudes of life and witnessed the prosperity and changes of the nation. However, in the development of modern society, Yi costumes face challenges in inheritance and development. Therefore, how to better inherit and promote Yi costumes has become an important mission for us. The inheritance and promotion of Yi costumes not only help protect and promote national culture and enhance national cohesion, but also have far-reaching significance for building a society of national harmony and cultural diversity. Under the new historical conditions, we should actively explore the inheritance and promotion of Yi costumes, so that this national intangible cultural heritage can radiate new vitality and vitality. In addition to thinking about how to inherit and promote Yi costumes, we can also start from the idea of how to promote the sales of Yi costumes, because promoting the sales of Yi costumes will not only help inherit and promote the national culture, enhance the status of Yi costumes in the market, but also inject new vitality into the economic development of Yi areas. To this end, we need to start from many aspects to enhance the influence of Yi costume culture in life.

With the rapid development of new media, short video advertising has become a very influential way of publicity. Using short video advertisements to promote Yi clothing can not only allow more people to understand and appreciate this unique national cultural symbol, but also help inherit and promote Yi clothing culture. By producing promotional videos of Yi costumes that are well-loved by the audience, and then posting them on various short video platforms so that more people can see them, this has multiple benefits for the Liangshan area. First of all, this will help increase the visibility and influence of Liangshan Yi costumes and bring this unique national culture to a wider audience. Secondly, showing the craftsmanship, style and meaning of Yi costumes through short videos can inspire more people to pay attention to and inherit this traditional craft, thereby promoting the inheritance and

development of Yi costume skills. At the same time, videos with high transmission rates can improve the sales situation of Yi clothing and increase online sales of Yi clothing. With the popularization of the Internet and the rapid development of e-commerce, online sales have become an important part of the modern market economy. Yi costumes, as my country's intangible cultural heritage and unique national cultural symbols, its development potential in online sales cannot be ignored. Online sales can not only broaden the market channels for Yi clothing and increase sales, but also help inherit and promote Yi clothing culture and achieve an organic combination of national culture and modern business. Online sales have the advantages of wide audience, rapid communication, and strong interactivity, and can bring a large number of potential consumers for Yi clothing. More and more people are attracted by the unique charm of Yi costumes, which translates into actual purchasing power. This has brought good market prospects to the Yi clothing industry, created more sources of income for the craftsmen engaged in Yi clothing production, and improved their living standards.

In addition, the promotional role of short videos can also drive the development of tourism, handicrafts and other related industries in Liangshan Yi areas, provide more employment opportunities for local residents, and help fight poverty. Ethnic minorities are “named” because of their minority status. As one of the emerging media with fast communication speed and wide media coverage, short video is very suitable for taking on the responsibility of spreading Yi culture. A short video of less than 1 minute can spread virally on the Douyin platform in a short time, allowing more viewers to see and understand the traditional culture of Yi costumes in a short time, which is conducive to changing the Yi culture in the minds of the audience. Directly expand the influence of the traditional clothing culture of the Yi people.

With the popularization of the Internet and the rise of short video platforms, the development of video clip advertising forms has become an important means to promote online marketing of the Yi people. This type of advertising can not only fully demonstrate the cultural heritage and unique charm of Yi costumes, but also effectively attract target audiences and increase brand awareness and sales. The video clip advertising form has a strong visual impact and can intuitively display the

craftsmanship, style and wearing effect of Yi clothing. Through exquisite pictures, dynamic music and beautiful protagonists, consumers' desire to buy is stimulated, thereby enhancing the brand image of Yi clothing. At the same time, high-quality short video platforms have a huge user base and are highly interactive, which is conducive to spreading Yi clothing culture and expanding brand influence. With the platform's promotion and sharing functions, video clip ads can spread quickly and attract more potential consumers. In addition, the Internet celebrity effect and word-of-mouth communication on the short video platform will also help increase the recognition of Yi clothing in the market. Video clip ads can be accurately delivered and customized according to the characteristics and needs of different audiences. Through big data analysis and user portraits, we can find target customer groups and improve the conversion rate of advertising. Of course, when developing video clip advertisements, attention must also be paid to respecting and inheriting the Yi costume culture, avoiding excessive commercialization, and ensuring that the advertising content conforms to national traditions and ethics. In summary, the video clip advertising format has great potential in promoting Yi online marketing. Only by continuously innovating and optimizing advertising content and delivery strategies can we stand out in the fierce market competition and realize the inheritance and development of Yi clothing.

5.3 Recommendation

5.3.1 Recommendations for using these results

In order to improve the publicity effect of Yi clothing and promote sales, it is recommended to pay attention to the following aspects when shooting short videos to promote Yi clothing: fully understand the cultural heritage of Yi clothing, study its historical evolution, regional characteristics, symbolic meaning and production technology, so as to In the process of spreading and promoting Yi costume culture, we should better explore and display its unique charm, so that more people can know and love this distinctive ethnic costume; when shooting promotional videos of Yi costumes, we must find a suitable style., fully demonstrates the unique charm of Yi costumes, combines national characteristics, regional customs and modern aesthetics, uses rich lens language and creative editing to present a distinct visual

impact, pays attention to picture quality and music selection, allowing viewers to enjoy a visual feast. At the same time, we can have a deeper understanding and feel of the cultural heritage and spiritual connotation of Yi costumes; Pay attention to the creativity of video content, use a unique perspective and innovative style to show the elegance of Yi costumes, combine the communication characteristics of short video platforms, perfectly integrate the cultural connotation of Yi costumes and fashion elements, and create attractive short video works; use The characteristics of the short video platform are to strengthen interaction with the audience, improve user experience, attract more people to pay attention to Yi costumes through wonderful video content, and use platform data analysis to accurately grasp user needs and continuously optimize video content and communication strategies to enhance The influence and dissemination power of the work; pay attention to market trends and adjust publicity strategies in a timely manner to adapt to market demand. Through these measures, it is expected to improve the publicity effect of Yi clothing, further promote sales, and lay the foundation for the prosperity and development of the Yi clothing industry. At the same time, we should pay attention to the protection and inheritance of national culture and achieve dual economic and social benefits.

The main purpose of this study is to optimize Yi clothing promotional videos and improve the current situation of online sales. After our in-depth study of Yi clothing promotional videos, development and production of videos, and collection of questionnaire survey results, we found that a lot of work still needs to be done to increase the sales of Yi clothing. We need to integrate Yi clothing stores into large e-commerce platforms such as Taobao, JD.com, and Pinduoduo to expand the sales scope through the influence of the platform. At the same time, we can use the platform's promotional activities to increase sales; use short video platforms such as Douyin and Kuaishou to publish Videos related to Yi costumes can increase visibility through Internet celebrity effects and word-of-mouth communication, attracting more people to understand and like Yi costumes; invite Yi costume designers, inheritors or fashion experts to conduct live broadcasts to showcase the craftsmanship, characteristics and matching skills of the costumes. Attract viewers to purchase;Conduct cross-border cooperation with other brands, designers or artists to jointly launch limited edition or co-branded Yi clothing to increase brand awareness

and appeal; hold offline activities such as Yi clothing cultural festivals and designer design runway shows to attract consumers Participate to increase the exposure of clothing; pay attention to fashion trends and consumer needs, continue to innovate and optimize products, and enhance the competitiveness of Yi clothing. Through the combined application of the above online sales strategies, it is expected to increase the sales volume and market share of Yi clothing. At the same time, we will maintain synergy with offline physical stores to form a sales model that combines online and offline stores to adapt to modern consumption trends.

5.3.2 Recommendation for future research

This article hopes to reveal the new trends in the spread of Yi clothing culture in the new media era by studying the types of Yi clothing promotional videos on Douyin and provide a reference for the inheritance of Yi clothing culture and the promotion of Yi clothing sales. Unlike the old media era, audiences can only learn about a product from newspapers or television. Nowadays, everyone has a mobile phone and an IPAD, and they can browse the Internet anytime and anywhere, learn about all new things through rich videos, and interact in a timely manner to deepen their understanding of products. In the new media era, short video platforms such as Douyin provide new opportunities for the dissemination of ethnic minority culture. We must keep up with the trend of the times, use the advantages of new media, innovate the types and forms of Yi costume promotional videos, let more people understand and love Yi costume culture, and contribute to the inheritance and development of Yi culture. At the same time, we also hope to provide inspiration for the promotion and creation of ethnic minority products on short video platforms, inspire creators, and produce more distinctive and influential works, so that more people can understand and love the culture of ethnic minorities, and help The dissemination of the characteristic culture of ethnic minorities moves to a broader stage.

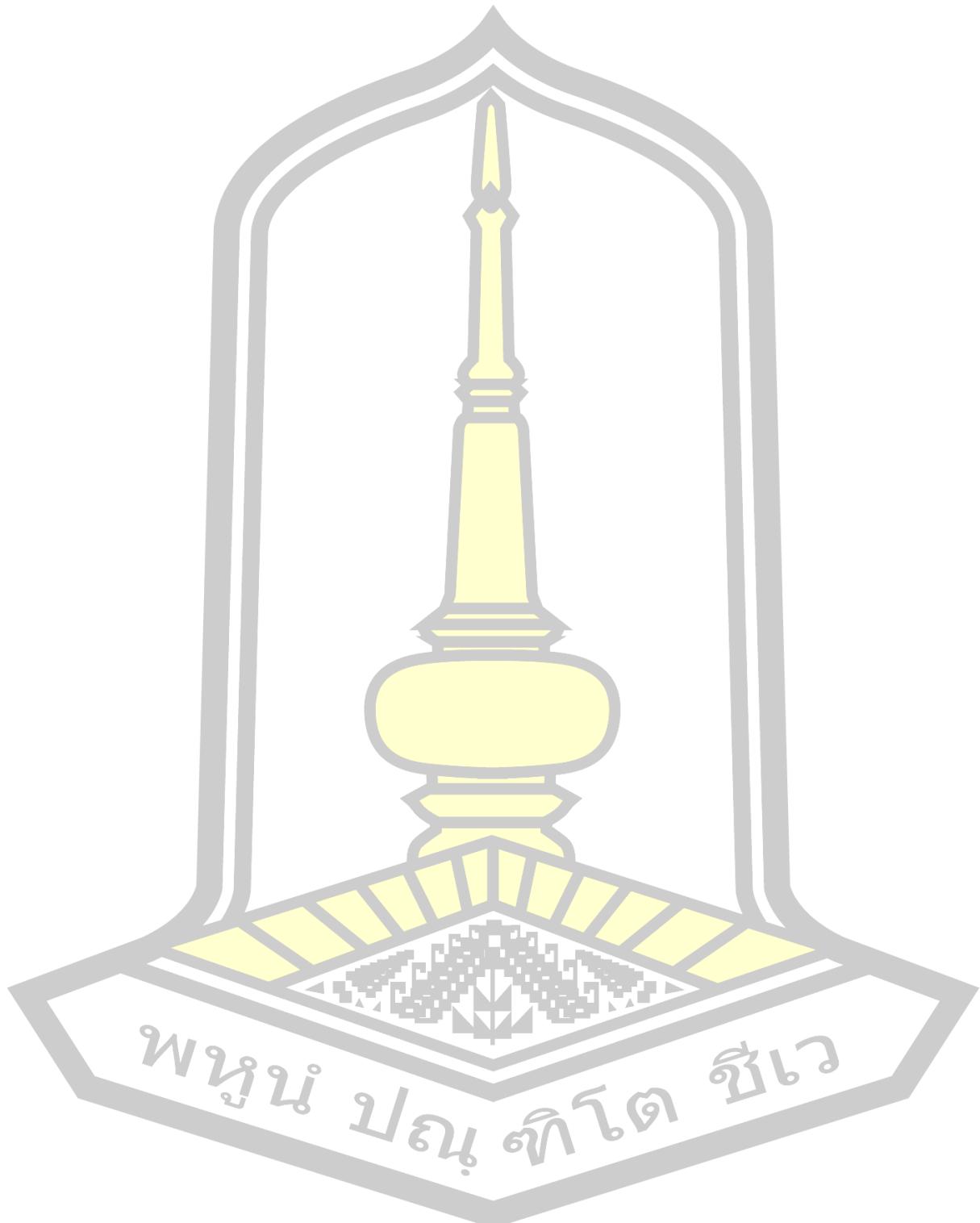
In order to further leverage the advantages of video clip advertising in Yi online marketing, this article puts forward the following suggestions: optimize video content, find a video style suitable for Yi clothing promotion, and increase attractiveness; pay attention to product cost-effectiveness, clothing quality, branding,

etc., to enhance Audience purchasing intention; improve purchasing channels and after-sales services to improve user experience; formulate targeted marketing strategies to promote purchasing behavior; strengthen the audience's identification with Yi clothing culture; strengthen social interaction and improve purchasing confidence.

In the future, with the development of technology and changes in market demand, relying on big data and artificial intelligence technology, video clip advertising will pay more attention to the personalized needs of viewers, achieve precise push and personalized customization, and enhance the viewer's viewing experience and purchase intention. Video clip advertising will be deeply integrated with other industries and fields, such as tourism, catering, handicrafts, etc., to expand the industry chain of online marketing of Yi products and promote diversified development. With the development of science and technology at any time, interactivity should be strengthened in product sales promotion, such as the application of virtual reality (VR), augmented reality (AR) and other technologies, so that the audience can more intuitively feel the charm of Yi costumes and increase their desire to buy. Products of ethnic minorities are actually popular in overseas markets, and new media can quickly connect our information with international information, so we can use short video platforms to increase the international influence of ethnic minority products and promote the Yi people. The international spread of clothing culture opens up overseas markets and enhances the global visibility and influence of Yi clothing.

The application of video clip advertising forms in the online marketing of Yi clothing should continue to innovate and develop, injecting new vitality into the prosperity and development of the Yi clothing industry. In order to better leverage the advantages of video clip advertising, Yi enterprises and relevant departments should pay close attention to market trends, constantly innovate and improve advertising forms, combine new technologies and new concepts, spread Yi clothing culture further, and promote Yi online marketing to a new level. Towards new heights. At the same time, we pay attention to the protection and inheritance of national culture and promote the sustainable development of the Yi clothing industry and social economy.

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