

# Research on the Communication Value and Strategy of "Sinking Market" Red Culture

Zhenyu Zhao, Xuanye Hu

Jiangxi Normal University, Nanchang, 330022, Jiangxi, China

## Abstract

As a new height for the development of the Internet economy, the "sinking market" has extremely important economic value. As an excellent Chinese culture, the development trend of "red culture" in third-tier and lower cities is not optimistic; explore the economic advantages of the "sinking market", while developing the economy, integrate the red culture and strengthen the dissemination of the red culture. Combining the current hot short videos and online e-commerce, through diversified means, promote cultural value to be deeply rooted in the hearts of the people, strengthen economic development and make up for cultural shortcomings.

## Keywords

Sinking market; The Red Culture; Value; Communication strategy.

## 1. Introduction

With the continuous economic development, the economic growth of first- and second-tier cities has gradually slowed down, economic development has become saturated, and the Internet demographic dividend has become saturated in first- and second-tier cities. In this context, the "sinking market" came into being and became the new blue ocean for the development of the Internet economy. In the past five years, the growth rate of the per capita disposable income and per capita consumption expenditure of the sinking net name has been higher than that of the first-tier and second-tier urban residents, and the trend of consumption upgrading in rural areas is obvious. Not only that, the sinking market as a new economic highland deserves research and attention. The relatively lack of ideological value construction level should also be paid attention to. The development of material cannot be separated from the improvement of spiritual thought, and spiritual production is also worthy of attention; at the same time; Combining communication and economic analysis and research, around the economic concept of "sinking the market", construct a feasible red cultural thought value transmission path, so that the broader small and medium-sized cities and rural research becomes more realistic and meaningful.

## 2. The Connotation and Research Value of "Sinking Market"

The concept of sinking market was gradually put forward with the vigorous development of the e-commerce industry in recent years. It refers to the market in third-tier and lower cities and township areas, and represents a relatively differentiated form of consumption and entertainment from first-tier and second-tier cities. The sinking market population includes sinking young people and sinking middle-aged people. The sinking young people refer to mobile phone netizens aged 18-30 and living in third-tier and lower cities and rural towns; sinking middle-aged people are 31-45 years old. Years old, mobile phone netizens living in third-tier and lower cities and rural towns. In the economic field, this concept is mainly aimed at the relevant connotations of the region and economic capacity. The population has a certain income ability and at the same time is in a dominant position in the consumer field.

The number of people in the sinking market is larger and larger than that of first-tier and second-tier cities. Representative first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen account for only 0.33% of the country's land area, plus 15 new first-tier cities such as Hangzhou, Chengdu and Nanjing. The area is only 3%, so the more complex and potential development comes from 97% of the other cities, counties, districts, towns and other areas; even if the population of first- and second-tier cities continues to increase, it only accounts for 28% of the national population, and the rest 72% of the population are scattered in the vast third-tier and lower urban and rural areas. Such a vast land area and population resources show the huge potential for the development of the Internet economy. According to statistics, in the past two years, 55% of the increase in Internet usage has come from the sinking market, and the increase in traffic in first-tier and second-tier cities has gradually slowed down, approaching the ceiling.

At the same time, the rapid growth of first- and second-tier cities in the past has gradually slowed down, and development has become saturated. The Internet demographic dividend has become saturated in first- and second-tier cities, and sinking markets in underdeveloped areas are rising in economic development. In the past five years, the growth rate of rural residents' disposable per capita income and per capita consumption expenditure has been higher than that of urban residents. The consumption upgrade trend in rural areas is obvious. From February to March 2020, the number of active users in the sinking market exceeded 750 million. "Sinking market" will become the main source and fierce battlefield of the incremental market for major brands.

### 3. The Dissemination of Red Culture in the "Sinking Market"

In the revolutionary war years, the red culture was our charter of action for pursuing liberation and victory in the revolution; during the construction of New China, the red culture was the driving force for our hard work, prosperity and strength. It encouraged and led the Chinese people to open up a new era of China. New chapter. As an important part of contemporary socialist culture with Chinese characteristics, its historical value, cultural value, and social value are immeasurable.

Although the connotation and value of red culture have been increasingly emphasized and highlighted in first- and second-tier cities, the status quo of dissemination in the "sinking market" is still worrying.

First of all, there is a lack of innovation in the mode of dissemination of red culture, especially in sinking netizens with little effect. The development and promotion of red culture in the sinking market has always been in a tepid state. The construction of red culture websites, red cultural activities and red culture news reports in the sinking areas are lagging behind and insufficient, and the content is rigid and not flexible enough. The combination of the current local red cultural characteristics and sinking the interest of netizens in order to achieve a better cultural communication purpose, the characteristics are not distinctive, and the communication power is not strong. For example, the website of the Jiangxi Revolutionary Martyrs Memorial Hall, "Red Earth Soul·Jiangxi Heroes Net", mainly promotes the red culture in the face of the sinking netizens in Jiangxi. However, there are only 97 news updates in the News Update column, and there are 23 news updates in 2019 (as of November 12, 2019). Since 2011, the number of news releases has increased significantly, but the number is obviously insufficient, and the topic categories are not rich enough. There is a lack of publicity activities for red culture; and the number of page views of news trends by netizens on the website is only about 100, and the publicity and dissemination of red culture is obviously insufficient. There is a lack of content in the story section of the red heroes. There are only 4 short ones. It is obvious that the development of the deeds of the red heroes is not enough for the sinking netizens who browse

the website and want to understand the stories of the red heroes around them. At the same time, the message board The number of messages is scarce and the frequency of interaction is low. Similar to the dissemination of red culture, due to its weak publicity, lack of innovation, serious homogeneity, and lack of characteristics, it is extremely unfavorable to exert the educational dissemination function of red culture. At the same time, as far as the spread of the red culture of the people on the sinking net, the advantages of the clan and neighbors spreading in the countryside have not been used. As a sinking market-oriented society with close kinship and clan relations, the popularization of cultural concepts cannot be separated from interpersonal communication, and cultural communication without close contact with the actual local area will inevitably be difficult.

Second, the research on the development of the red culture itself in the sinking market is insufficient and unsystematic. Most of the research on red culture focuses on traditional media case studies on the historical connotation of red culture in first-tier and second-tier cities. There are only a few studies that integrate with the current new situation and new forms of network communication. The sunken market-related red that urgently needs the guidance of value culture Cultural studies are rare; at the same time, the theoretical connotation, structure and function of red culture have not been systematically studied. Especially when the theoretical system of local red culture in the sinking market is constructed, the connotation cannot be accurately understood, resulting in many superficial problems. The phenomenon of red tourism development, walking through the form, and walking through the formalities has occurred from time to time; there are even some TV dramas that distort the local red characters-wrong names and messy deeds, which also leave people with the impression of a "false big sky" in the red culture, not only Without helping the sinking netizens to correctly understand and learn the local red culture, it is confusing to think that the red culture is unrealistic and ridiculous, let alone spreading and inheriting?

In addition, the sinking netizens have poor enthusiasm for learning cultural values, and they are more focused on material and spiritual satisfaction. Especially the sinking youths of Generation Z (mobile Internet users under the age of 24), although they are closer to the sinking areas of the red culture, the value of the red culture has not been able to play its due role, especially in the present moment. In the carefree life of getting rid of poverty and running into a well-off life, I have not experienced the hard revolutionary years, the feelings of the revolutionary war period, let alone formed the respect and inheritance of the red culture personally experienced by the older generation. In the sinking market, the sinking netizens who are in or have undergone quality education generally lack ideological education, not to mention the lack of independent learning in the sinking middle-aged people. At present, they generally show the characteristics of pan-entertainment and blind worship of Western culture—— Use all kinds of humorous jokes to pass the free time, and the excellent red culture has been left behind. According to related surveys, less than 10% of students actively browse related web sites in order to learn about the red culture, the remaining 50% are to find information, and nearly 20% are click and browse at will instead of active learning. In the sinking market, young people are obsessed with Western festival culture. Traditional cultural festivals have long been left behind and replaced by various foreign festivals and customs. Scholars such as Wan Zhaohui believe that changes in the social, political and ecological environment have an impact on the interests of "red culture" audiences, and the diverse social cultures squeeze the influence of "red culture", especially in sinking market areas, changes in the cultural communication environment and individuals Cultural concepts have brought challenges to the spread of "red culture".

With the development of the times and technology, the economy continues to develop, especially the current Internet economy. The first- and second-tier cities are developing extremely rapidly, and the economy of individual head cities even ranks among the top in the

world. However, the unbalanced economic and cultural development is still the basic national condition of our country. The "sinking market" in third-tier and fourth-tier cities and urban areas needs to increase cultural communication power on the basis of economic development growth. The red cultural system is in spirit, behavior, and material. Information, information and other aspects have a huge guiding role in the country's political, economic, military, social culture, and personal ethics. The spirit of the revolutionary period is combined with the culture of the times, and it shines with new brilliance at the moment, and promotes economic development at the same time. It is imperative for the red culture to spread and develop in the sinking market. Economic and cultural walking with two legs, both legs must be strong.

#### **4. The Red Culture Combined with the "Sinking Market" Has Great Communication Value**

Stepping into the third wave of the Internet, we are constantly exposed to the impact of Internet information. As of June 2019, the number of Internet users in my country reached 854 million, an increase of 25.98 million from the end of 2018, and the Internet penetration rate reached 61.2%, an increase of 1.6 percentage points from the end of 2018; the number of mobile Internet users in my country reached 847 million, an increase of 29.84 million from the end of 2018. The proportion of Internet users using mobile phones to access the Internet reached 99.1%, an increase of 0.5 percentage points from the end of 2018. From this, it can be found that the penetration rate of the network has further increased, and the use of mobile phones in the network utilization rate is as high as 99.1%. The red culture communication should be combined with the network, especially the mobile phone mobile terminal. Achieve communication efficiency and breadth.

In the statistics of nearly 847 million mobile phone netizens, based on the proportion of mobile phone netizens in each region and age group announced by QuestMobile, the number of sinking mobile phone netizens (third-tier and below areas, 18-45 years old) is about 396 million. In March 2019, China's mobile Internet time increased by 20.84 billion hours year-on-year, and 55% of the increase came from the sinking market. In addition to first- and second-tier cities, a larger number of people are gradually going online. As the number of sinking netizens continues to increase, the sinking market has huge consumption potential. At the same time, the sinking netizens have smaller contact with first-tier and second-tier netizens in the dissemination of red culture. The imbalance of educational resources and the existence of the digital divide make the sinking netizens even more lacking in the dissemination and learning of red culture. Therefore, it is particularly necessary and important for the spread of the red culture of the "sinking market".

As of June 2019, my country's online video users reached 759 million, an increase of 33.91 million from the end of 2018, accounting for 88.8% of the overall screen names. At the same time, in the sinking market, short videos have become the primary form of online entertainment for sinking netizens. The rate has reached 76%, and its penetration rate has surpassed that of netizens in first- and second-tier cities, which shows that the short video industry has a wider user coverage in the sinking market than the first- and second-tier users. At the same time, among the primary reasons for viewing, more than 70% of the sinking netizens are for boredom to pass the time, of which entertainment is the primary reason, and in terms of content, they pay more attention to the massive amount of interesting content that is not repeated. In terms of user experience, they are more social There are higher requirements with a smooth user experience and a smaller number of advertisements. According to this, the red culture dissemination in the sinking market should be combined with the more common and popular short videos in this group. At the same time, according to the preferences of sinking netizens, red culture videos with various content forms should be compiled and widely absorbed

different themes to stimulate users. Participate and create enthusiasm, and use short videos to create and spread excellent red culture.

In the past Double Eleven e-commerce shopping festival, in 2019, the Double Eleven Tmall sold 268.4 billion and Jingdong reached a record high with a total sales of 204.4 billion. Online shopping has become more and more the main channel of our consumption. The 44th "Statistical Report on China's Internet Development Status", as of June 2019, the number of online shopping users in my country reached 639 million, an increase of 28.71 million from the end of 2018, accounting for 74.8% of the total Internet users. Among them, the sinking netizens shop online 60 times a month, with an average cost of 826 yuan. More than 70% of users mainly buy daily necessities and clothing online, and overall prefer brands with reasonable prices and high cost performance. The trend of "domestic products" is gradually becoming popular. In this regard, in conjunction with the current e-commerce consumption boom, a series of red culture-related peripheral products have been launched, such as daily household goods, clothing, shoes and hats with red cultural characteristics, and the advantages of domestic products are used to achieve the purpose of red culture dissemination.

## 5. The Strategy of the Red Culture in the "Sinking Market"

### 5.1. Spread Through Short Videos of Online Entertainment

As one of the main forms of online entertainment in the sinking of netizens, short video is used to disseminate it. First, it presents the characteristics of intuition, simplicity, wider creative space, and not easily restricted, providing a rich media carrier for ideological and political work. And the form of expression has created new opportunities for ideological and political work, can become a right-hand man and an important channel for the spread of red culture, and can have a relatively wide audience. Secondly, for the sinking netizens, who account for a higher proportion of the Chinese population, it can make up for the lack of red culture education guidance, improve the red culture's sense of identity in the sinking market, and improve the red cultural awareness and transformation of the sinking market. The red cultural action has a great effect.

1. Call for short videos of the Red Culture series, set relevant topics, and push algorithms.

On the anniversary of the red culture or the day of an event, the relevant official can set up announcements for the collection of local red culture short videos, set topics, guide local celebrities or traffic celebrities to enter, and use the fan effect to attract traffic. The related red cultural spiritual material culture should be grounded, that is, for the familiar red cultural figures and events in the sinking market, while strengthening the local red cultural identity, the short video platform can be used to expand the red cultural publicity and further expand the influence.

For example, during October, a collection of short videos of the "I am also Participating in the Construction of Revolutionary Base" series can be launched for the sinking market in the Jinggangshan area of Ji'an, Jiangxi. Set topics such as # Today I am also a little Red Army #, # Online "Red" clocking in #, # Retake the Long March Road #, etc. Invite local residents, especially young people, to participate in it, release their short videos, stand in the friendly rural scene with a friendly local accent, telling their understanding of the Jinggangshan Revolutionary Base, and telling their thoughts on the spirit of the Red Revolution. In order to stimulate interest, topic challenges can be set up, rankings and rewards can be set to encourage more sinking netizens to actively participate in it. While entertaining, it can also effectively popularize the red culture. Good propaganda and communication effects also require precise algorithmic push cooperation. Local people talk about local things and tell local red cultural stories. With the help of the more prominent acquaintance effect in the sinking market, the

excellent red cultural short videos are accurately pushed to the fathers, villagers, and sinking youths. In the hands, the propaganda effect has been consolidated and become more popular.

2. Background music creation of red cultural songs and production of personalized short video pendants.

In many short entertainment video platforms, many easy-to-understand music is widely sung among sinking netizens. The reasons for its popularity are as follows: First, its content is simple and straightforward, easy to understand, and the melody is brisk, concise, and clear. Catchy, easy to learn and sung; second, this type of music is widely used in a large number of short videos, and the number has reached the level of brainwashing. The short videos that are brushed in leisure time and the short videos that pop out from time to time are all the same. The first background music can't be sung without preaching it; the third is that there are so many cover versions of music that can give people a refreshing feeling. The lyrics and melody in it change different forms and reverberate in the mind. The memory is more profound.

For the sinking market, we should combine the regional characteristics and find the red culture close to the region to create songs and music. At the same time, it is supplemented by simple and clear lyrics and brightly repetitive melody, so that people can hum and hum as soon as they listen. Sing along. For the sinking netizens, you can even create a dialect version of the song, which is simple and easy to understand. During the entertainment process, you can happily learn about the red culture and understand the red culture around you—people, things, and places. In addition, while adhering to the people-oriented communication concept, we must avoid the misunderstanding of blindly catering to the needs of the audience. Avoid false and vulgar communication phenomena in the communication process, and guide the audience to accept the red culture scientifically, reasonably and sincerely, and inherit the spirit of the red culture. For example, the red culture of Jinggang Mountain spreads. The ballads of "red rice, pumpkin soup, autumn eggplant, fragrant, and light meals" are not only humorous, but also convey the spirit of hard work and hard work at that time, and then cooperate with the present. Aesthetic, catchy melodies and familiar dialects, through the system recommendation of short videos and the leading role of Internet celebrities, will surely achieve a good communication effect, and the red culture will be spread.

In order to better match the content production of short videos, you can also work hard on the screen content, such as personal avatar pendant avatars such as the Red Army Red Five-Star Hat, Bayi Yi Hat, Xiaomi plus rifle hair accessories, etc., as well as short video shots. AI scenes such as Nanchang Heroes Monument, Cauldron Millet Stewed Sweet Potatoes, Snow Mountain Crossing the Grass, etc., not only increase the fun of using and creating short videos, but also have a subtle effect in promoting the red culture. Learn in the process of creation. Understand the red culture, and promote the red culture.

3. Combine diversified media channels to expand the influence of short videos of red culture.

Fragmented short videos occupies people's leisure time, but compared to specialized mainstream cultural media, the role of short videos is difficult to match. Therefore, in the process of dissemination of red cultural short videos, it is not only necessary to strengthen publicity on short video platforms. It is more necessary to combine other entertainment, social media and other media that the sinking population of Generation Z mainly come into contact with. However, due to the large differences in the media attributes of the sinking netizens, we can consider ignoring the overlap rate and placing red cultural short videos to cover as many types as possible. The media portfolio focuses on social media such as WeChat and Weibo, which is heavily favored by the sinking market, to drain and return to expand the breadth and depth of the influence of the red culture. At the same time, combined with the local government client in the sinking market, combined with the local situation, the short video will be streamed to the localized government client commonly used by people. Create different types of red culture

short video columns, love to hear and see, the combination of seriousness and humor makes people more acceptable, more susceptible to influence, and truly experience the red culture, and apply it to their own personal life. Under development.

## 5.2. Propagate Through the Industrialization and Commercialization of Online Consumption

The industrialization of red cultural communication refers to the use of cultural driving forces to promote the transformation of economic structure and the development of cultural industries. Under the influence of the socialist market economy, it can not only provide us with a theoretical system with promotion value, but also promote the development of the red culture itself. Plan the industrialization operation mode of social and economic activities with red cultural elements as the main body, summarize and explore the combination of red culture and social economic activities and profit methods, among them, infiltrate the red culture into the industrialization of e-commerce for integration and innovation , With the help of the e-commerce platform to make the red culture face the audience with a brand-new attitude.

E-commerce shopping, as a shopping method that is becoming more and more popular in the sinking market, occupies a large part of the lives of sinking netizens. Among them, the purchase of daily necessities, clothing, food and other categories on the Internet accounts for a large portion, accounting for 74.4%. Combining with the e-commerce channels and product brands in this category, the red cultural communication can truly integrate into people's lives. Food, clothing, housing and transportation invisibly spread the red culture at all levels, moisturizing things silently.

The combination of red culture and leading e-commerce companies such as Taobao, JD.com, Suning.com, etc., especially the preferential price discounts in the sinking market, and the discounted consumer special areas such as Juhuasuan and Pinduoduo, can attract sinking netizens. behavior. Vigorously integrate the red culture promotion, redesign the red culture of the client web page, make personalized pages for different sinking markets, special red cultural commemorative activities, etc.,

In terms of product commercialization, co-brand with the popular domestic products, such as Feiyue, Huili and other domestic clothing brands that have a good response in the sinking market, to transform feelings into practicality, and to create products in terms of product styles, patterns, brand marketing, etc. , And at the same time strengthen the improvement of product quality, the two are combined with each other to complement each other's advantages. At the same time, vigorously develop the local red cultural industry, develop and develop new red cultural products, create their own IP, unique local characteristics, attract sinking netizens to participate in the creation, create products with good price and high quality, and combine with online e-commerce to achieve more Good economic and social benefits.

## 6. Discussion

China has a long cultural history, and its representative red cultural dissemination needs to be placed in an important strategic position in the dissemination of values and ideas in the current Chinese national conditions. The sinking market has a large population with huge potential for cultural dissemination and consumption, and at the same time it is in a state of not being actively and fully developed. In the context of new media, how to strengthen the dissemination of red culture, make up for cultural shortcomings, and use more systematic and practical means and methods are urgently needed to be explored, to better develop and use red culture, and to handle the red culture dissemination of sinking markets It has an extremely important role and status for the national cultural and ideological strategy of strengthening the country. There is still a long way to go to strengthen the inheritance and development of the red culture.

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