

Original Paper

Media Dissemination Path and Countermeasures of Yutong Culture in Tiktok Short Videos

Shanshan Li

Sichuan Minzu College, Kangding, Sichuan 626001, China

Received: June 28, 2026

Accepted: July 16, 2026

Online Published: July 22, 2026

doi:10.22158/sss.v7n3p48

URL: <http://dx.doi.org/10.22158/sss.v7n3p48>

Abstract

"Yutong" is a concept integrating ethnic groups, culture, and region, embodying rich cultural heritages such as language, clothing, folk songs, and embroidery. This study investigates the current status of Yutong culture's dissemination on short video platforms. The research finds that multiple stakeholders have jointly constructed the cultural landscape of the Yutong ethnic group from auditory and visual perspectives. However, due to issues such as overly homogenized content, uneven production levels, and limited dissemination scope, the effectiveness of cultural dissemination is limited. Based on this, this paper proposes innovative paths such as systematic content planning, professional production enhancement, and collaborative dissemination mechanism construction, providing countermeasures and suggestions for the media dissemination of Yutong culture in Ganzi.

Keywords

Yutong culture, short video, media communication, cultural heritage

1. Introduction

According to the 55th Statistical Report on Internet Development in China by CNNIC, as of December 2024, the number of internet users in China has reached 1.108 billion (The 55th Statistical Report on Internet Development in China, 2025). Short videos have deeply penetrated into people's daily lives, becoming the primary channel for information reception and individual expression. Against this backdrop, rural ethnic minority groups have begun to utilize short videos for self-presentation and cultural dissemination, providing an important window into understanding the inheritance and transformation of ethnic minority culture in the contemporary media environment.

Mr. Fei Xiaotong once regarded Kangding as the core of the Zang-Yi Corridor and a convergence zone of multi-ethnic cultures. Although the Yutong ethnic group has been influenced and integrated by Zang culture in history, it still preserves its unique language and culture. However, due to the fact that the

Yutong people have a language but no written language, under the impact of multiculturalism, some Yutong cultures once faced the dilemma of being lost. How to effectively disseminate and inherit Yutong culture through emerging media such as short videos has become an urgent issue that needs to be addressed.

This article takes the short videos related to Yutong culture on the Tiktok platform as the research object, examines the short video dissemination practices of Yutong culture, analyzes its dissemination dilemmas, and proposes corresponding innovative paths and countermeasure suggestions.

2. Basic Characteristics and Communication Value of Yutong Culture

2.1 Ethnic and Regional Characteristics of Yutong Culture

"Yutong" is a concept that integrates ethnicity, culture, and geography. Ethnically, the Yutong people have existed since the Tang Dynasty. After the founding of the People's Republic of China, they were referred to as "Yutong people" or "Yutong ZangZu". Culturally, the Yutong tribe retains unique cultural traditions in language, clothing, and diet. Geographically, the Yutong area is traditionally divided into two regions: Upper Yutong and Lower Yutong. Upper Yutong is located in the Jintang River basin, a tributary of the Dadu River, and includes Jintang Town and Pengta Township, with a total area of 905.3 square kilometers and a total population of about 10,000. Lower Yutong extends upstream along the Dadu River from the mouth of the Wasi Gully, and includes Guzan Town, Maibeng Township, and Yutong Town, with a total area of 752.7 square kilometers and a total population of about 60,000 (Lin, 2021).

2.2 Main Forms and Inheritance Value of Yutong Culture

The cultural forms of Yutong are rich and diverse. Yutong folk songs are one of the most representative forms among them. Yutong people use songs to express themselves in everything they do, and the themes of folk songs are wide-ranging, "inspired by sorrow and joy, and arising from events." Yutong folk songs sung by the Guiqiong people in their native Yutong dialect are particularly precious, and they have important research value for exploring the lifestyles of the multi-ethnic communities in the Dadu River Basin. Yutong embroidery is a provincial-level intangible cultural heritage of Sichuan. It is a folk craft passed down among women in the Yutong area of Kangding City, and it has developed its own system after being influenced by the Han people's cross-stitch embroidery techniques. Yutong women love nature and enjoy embroidering flowers and plants they see during their work on their clothing. Their headscarves are embroidered with colorful lace, and their aprons feature patterns of flowers, birds, butterflies, and other designs. Yutong clothing is also highly distinctive. The "three hoops" of headscarf, waistband, and leggings are a prominent symbol of Yutong men's attire, closely related to the natural environment of the local high mountains and valleys and their lifestyle of hunting and labor.

Yutong culture carries the historical memories and identity of the ethnic group. However, the inheritance of local culture faces practical challenges. Against this backdrop, exploring the digital dissemination path of Yutong culture holds significant practical importance.

3. Analysis of the Current Situation of Short Video Dissemination of Yutong Culture

This article relies on the Tiktok short video platform and selects a total of 10 short videos related to Yutong culture from the platform, ranked in descending order of likes, as of December 31, 2025. Table 1 provides an overview of the selected content.

Table 1. Top 10 Short Videos of Yutong Culture with the Highest Number of Likes on Tiktok

	time	like count	Account name and account type	video content
1	May 3, 2019	4928	@Actors Tian Cainong~Tian Changqing Self-media blogger	The video is 21 seconds long and features several Sichuan and Chongqing actors gathering for a cultural exploration in Yutong Guanzhai. It showcases the natural scenery of the Yutong area, as well as the local men's singing and dancing performances and unique costumes.
2	January 17, 2022	3902	@Bei Erge Self-media blogger	The video lasts for 2 minutes and 08 seconds, featuring a man dressed in traditional attire explaining the history and route of the ancient Chuan-Zang Tea Horse Road on a mountain trail.
3	April 29, 2025	2578	@Big Brother Self-media blogger	The video, lasting 3 minutes and 34 seconds, revolves around the dialect, culture, traditions, and local character stories of the Yutong area, serving as a vivid exploration and documentation of the local culture.
4	May 4, 2019	2143	@Zhongge Guochangduo Self-media blogger	The video lasts for 57 seconds and records the travel experience of a group of people in Yutong Ancient Village.
5	December 11, 2023	1810	@Inheritors of Yutong Culture Self-media blogger	The video is 41 seconds long and features a segment of Yutong folk song sung by Xu Wanzhong, an inheritor of Yutong folk songs, dressed in traditional Yutong costumes.
6	November 18, 2020	1731	@Holy Ganzi Ganzi Daily's official Tiktok account	The video is 24 seconds long and features an elderly man named Xu Wanzhong, an inheritor of Yutong folk songs from the Yutong region, singing.
7	November	851	@Inheritors of	The video lasts for 58 seconds and features a

	124i, 2023	Yutong Culture Self-media blogger	segment of Yutong folk song sung by Xu Wanzhong, an inheritor of Yutong folk songs, dressed in traditional Yutong costumes.
8	November 710 3, 2025	@Chunxi Road Street Snap marketing account	The video is 23 seconds long and features a catwalk segment of Xu Wanzhong, an inheritor of Yutong folk songs, dressed in traditional Yutong clothing.
9	May 12, 535 2019	@Holy Ganzi Ganzi Daily's official Tiktok account	The video is 31 seconds long and features a clip of the elderly Xu Wanzhong, the prototype of the cover of "Yutong Story", singing Yutong folk songs.
10	April 30, 505 2022	@Kangba Gangge Self-media blogger	The video is 1 minute and 01 seconds long, featuring elderly women in the Yutong area, dressed in local costumes, singing and dancing hand in hand.

3.1 Basic Situation of Yutong Cultural Content Dissemination

As of the end of December 2025, the top ten videos regarding Yutong Culture on the Tiktok platform, ranked by the number of likes, demonstrate significant diversity in the dissemination subjects. As shown in Table 1, these ten videos come from six different account subjects. Among them, external bloggers occupy four of the top ten positions, all of which are ranked among the top in terms of likes; "Holy Ganzi," as the official account of Ganzi Daily, has two videos on the list; "Inheritors of Yutong Culture," as a local core dissemination account, also has two videos entering the top ten.

Based on the video content, the top ten videos primarily cover the following themes: First, content related to field visits by external bloggers, such as "Actor Tian Cainong ~ Tian Changqing" documenting the gathering and field visits of Sichuan and Chongqing actors to Yutong Guanzhai, "Zhongge Guochangduo" showcasing the natural scenery, folk performances, and specialty cuisine of Yutong Guanzhai, and "Big Brother" systematically recording the teaching of Yutong dialect vocabulary and the local agricultural culture museum. These videos, with the bloggers' existing fan base, have received over 2,000 likes. Second, content related to folk song singing. Two folk song videos posted by the "Inheritors of Yutong Culture" account and two videos of Xu Wanzhong singing posted by "Holy Ganzi" both made it to the top ten, indicating that Yutong folk songs, as the most distinctive cultural symbols, have a high degree of acceptance and dissemination. Third, content related to history and route explanations. "Bei Erge" takes the Chuan-Zang Tea-Horse Road as a starting point, systematically explaining the two ancient routes passing through Yutong and their historical backgrounds, with 3,902 likes. Fourth, content related to clothing displays, such as the video of an elderly Yutong grandfather's ethnic clothing show posted by "Chunxi Road Street Snap". Fifth, content related to group dance and song performances, such as the

video of elderly Yutong women singing and dancing in traditional costumes recorded by "Kangba Gangge".

It is noteworthy that the difference in fan base significantly impacts the dissemination effect. External bloggers, each with over 260,000 followers, generally receive higher likes for their individual videos; whereas the "Inheritors of Yutong Culture" has only 4,037 followers, with the highest number of likes for one video being 1,810, showing a significant gap in data compared to external bloggers. However, even so, the local inheritor account posts the most videos (440), serving as the main force in Yutong cultural content output. Overall, the dissemination of Yutong cultural short videos has formed a basic pattern of "continuous output by local inheritors, intermittent participation by official media, and occasional intervention by external bloggers," but a stable dissemination matrix and brand effect have not yet been established.

3.2 Presentation Forms of Yutong Culture

In terms of visual elements, the aforementioned ten videos primarily utilize traditional Yutong costumes and natural landscapes as symbols. When appearing on camera, the elderly Xu Wanzhong always wears the traditional male attire of Yutong, consisting of a dark black long gown, a light yellow leather jacket, a black headscarf, a blue belt, a saber at his waist, and linen leggings tied around his feet, fully presenting the typical dress of the "three hoops" style. Videos by external bloggers often place the characters in natural and cultural landscapes such as Yutong's villages, mountain valleys, and stone-built residences. For example, in the video "Zhongge Guochangduo", the rolling green mountains, the cloud-covered mountain top viewing platform, and the bonfire party together constitute the spatial imagination of the Yutong region. The video "Bei Erge" is set against the backdrop of ancient mountain trails, embedding Yutong within the larger historical and geographical framework of the ancient Chuan-Zang Tea Horse Road.

At the auditory level, Yutong folk songs and dialects are two core symbols. The content of the folk songs sung by the elderly Xu Wanzhong is mostly drawn from natural imagery and daily life emotions, such as "Wasigou Cliff to Cliff" and multiple love songs, with a high-pitched and melodious vocal style, carrying typical local rhythms. The video "Big Brother" fully records the pronunciation teaching of words such as livestock, body parts, and numbers in the Yutong dialect, preserving and disseminating the endangered Yutong language in the form of short videos. At the narrative level, foreign bloggers often adopt a documentary narrative approach, leading the audience into the Yutong region from the perspective of an "outsider"; local inheritors mainly use folk song singing and daily recording as their main modes of expression, jointly constructing a multidimensional landscape of Yutong culture.

3.3 The Dissemination Effect of Short Videos on Yutong Culture

Based on the data from the top ten videos, the video with the highest number of likes is "Actor Tian Cainong ~ Tian Changqing" with 4,928 likes, while the lowest is "Kangba Gangge" with 505 likes. The overall number of likes is relatively low. Apart from "Holy Ganzi", there are no other official media or institutional accounts that systematically and continuously plan for the dissemination of Yutong culture.

Although the intervention of external bloggers can bring short-term traffic, the content is mostly one-time collection, lacking in-depth exploration of Yutong culture. Although local inheritors' accounts continue to update, their content and production levels are limited, resulting in limited dissemination power of individual videos. Overall, the short video dissemination of Yutong culture is still mainly concentrated in the Sichuan region, and has not yet formed a widespread influence across regions and ethnic groups.

4. Analysis of the Challenges Faced by the Short Video Dissemination of Yutong Culture

4.1 Serious Homogenization of Content, with Repetitive and Monotonous Topic Selection

Based on the content distribution of the top ten videos, there is a significant tendency towards homogenization in the dissemination of short videos by Yutong Culture. Among the ten videos, the category of folk song performances is the most prevalent, with two videos each released by "Inheritors of Yutong Culture" and "Holy Ganzhi". Both videos feature the elderly Xu Wanzhong singing Yutong folk songs, with highly similar scenes, costumes, and performance styles, with only slight variations in the song titles. Although the exploration videos by external bloggers have their own focuses, their structural patterns are relatively consistent. "Actor Tian Cainong ~ Tian Changqing", "Zhongge Guochangduo", and "Gig Brother" all adopt the narrative template of "natural scenery display + folk activity recording + food experience", lacking differentiated content positioning among them. The same issue exists in costume display videos. The ethnic costume showcase of an elderly Yutong grandfather released by "Chunxi Road Street Snap" is essentially a repetitive presentation of the personal image of the elderly Xu Wanzhong.

4.2 Uneven Production Quality and Poor Audiovisual Experience

The prevalent issue in Yutong culture short videos is their rough production quality. Most videos posted by the local inheritor account "Inheritors of Yutong Culture" are captured handheld with mobile phones, resulting in disorganized content. This is attributed to the fact that a considerable number of representative inheritors of ethnic minority intangible cultural heritage are generally elderly and unfamiliar with new media technology (Sun, 2022). Even the two folk song videos that made it to the top ten in terms of likes had technical flaws such as audio-visual synchronization issues and severe environmental noise interference. The video production level of external bloggers is relatively high. For instance, "Bei Erge"'s video explaining the ancient Tea Horse Road employs stable camera movements and clear segmented narration. However, such high-quality content is a minority in the overall dissemination of Yutong culture. Overall, there is a severe deficiency in the production capabilities of short videos related to Yutong culture.

4.3 Narrow Dissemination and Radiation Scope, Limited Cross-group Influence

From the perspective of the account sources of the top ten videos, six different entities are working independently without coordination and collaboration. As the core and most consistent content producer of Yutong culture, "Inheritors of Yutong Culture" has only 4,037 followers, with the highest number of

likes on a single video being 1,810, which is far lower than the content produced by external bloggers during a single visit. Although external bloggers have their own traffic advantages, their focus is scattered, and their involvement in Yutong culture is one-time and superficial, which cannot replace the continuous cultural output of local inheritors. The official media "Holy Ganzhi" has released multiple pieces of content related to Yutong culture, but lacks systematic communication planning and fails to effectively integrate local inheritors with external traffic resources. This fragmented communication pattern has led to the failure to form a unified cultural brand identity for "Yutong culture" - users see content with vastly different styles and varying quality when searching for "Yutong", making it difficult to establish a stable and profound impression. In addition, the interaction in the comment section is mainly based on emotional resonance among locals, lacking deep interaction from external users based on cultural cognition, resulting in limited geographical influence in communication.

5. Innovative Paths and Countermeasures for the Spread of Yutong Culture through Short Videos

5.1 Systematization of Content Production

Firstly, a series of topics should be set up around Yutong folk songs, clothing craftsmanship, embroidery skills, historical stories, etc., presented in separate episodes and themes, gradually building a complete framework of cultural knowledge. For example, the tunes of folk songs in different scenes can be displayed in segments, and the production process and implications of clothing can be explained in separate episodes. Secondly, we should deeply explore the content elements in Yutong culture that have visual impact and emotional resonance. Thirdly, we should attach importance to the deep interpretation of cultural connotations, incorporating commentary subtitles or narration in short videos to help viewers understand the meaning behind cultural symbols.

5.2 Specialization in Production Technology

At the equipment level, basic shooting equipment such as stabilizers and fill lights can be introduced to improve picture quality. At the post-production level, basic skills in editing, color grading, and music scoring can be learned, and music and subtitles that conform to ethnic styles can be added to enhance audio-visual appeal. Meanwhile, in terms of storytelling strategies, it is advisable to draw on successful experiences in the dissemination of ethnic minority culture from other regions and update expression techniques.

5.3 Synergistic Communication Strategy

Establish a tripartite collaboration mechanism involving "government + universities + private individuals": the local government provides equipment support and dissemination channels, incorporating Yutong cultural short videos into the local cultural and tourism promotion matrix; universities are responsible for historical verification, content control, and academic guidance; private creators retain the authentic expression of culture. Kangding City actively builds intangible cultural heritage brands, promoting effective integration between the protection and inheritance of intangible cultural heritage and rural revitalization.

6. Conclusion

As a unique cultural relic on the Zang-Yi Corridor, Yutong culture faces the dual challenges of dissemination opportunities and practical dilemmas in the era of short videos. The dissemination practices of short videos related to Yutong culture on the Tiktok platform reveal the dilemma that traditional local ethnic minority culture can only produce short-term dissemination effects, but it is difficult to achieve deep dissemination and widespread influence. Therefore, systematic breakthroughs are needed in content production, technology application, and dissemination strategies to establish a collaborative dissemination mechanism guided by the government, supported by universities, and participated by the public. Practice has proved that utilizing dissemination empowerment is a key factor in activating the inheritance and poverty alleviation of ethnic minority intangible cultural heritage in rural areas (Luan & Zhang, 2020). Only in this way can Yutong culture achieve effective inheritance and innovative dissemination in the digital era, revitalizing this ancient and unique ethnic culture.

Fund Project

A phased achievement of Sichuan Minzu College Self-Project “The dissemination and media practice of Yutong culture in Ganzi region from an ethnographic perspective” (Project Number: XYZB2316SB)

References

- Lin, J. H. (2021). Yutong: An Ancient and Mysterious Tribe: A Survey of Yutong Traditional Culture. *Sichuan Ethnic Publishing House*, 12.
- Luan, Y. M., & Zhang, X. (2020). A New Poverty Alleviation Model for Intangible Cultural Heritage Empowered by 'Diversified Communication' - Taking the Poverty-Alleviation Internet Celebrity 'Dong Ethnic Group's Seven Fairies' in Guizhou as an Example. *Yunnan Social Sciences*, (5), 140-148+189.
- Sun, L. Q. (2022). The Current Situation and Reflection on the Media Representation of Representative Inheritors of Intangible Cultural Heritage of Ethnic Minorities in the Context of New Media - Based on Research in Western Hunan and Southeastern Guizhou. *Journal of Guangxi Normal University for Nationalities*, 39(03), 19-24.
- The 55th Statistical Report on Internet Development in China. (2025).