

## Research on Image Communication of Rapper “Lil Ghost” in Chinese Short Video Software Tik Tok

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**Abstract:** With the development of mobile network technology and the popularity of smart devices, short video has experienced explosive development in recent years. Short and concise content bearing, immersive experience of audio-visual integration, fission network communication and user interaction make short video become a new way of network interactive communication quickly. The rise of short videos provides a new way to spread and build artists' images. The content of short video communication is more life-oriented, lightweight and fashionable, which makes the audience feel friendly and willing to participate and become the disseminator of video. This brand-new expression mode integrates various expressions such as words, pictures and audio, which makes many netizens happy to use this way to communicate and interact. This paper mainly discusses how to correctly understand the relationship between mobile short video and image communication in today's diversified information. Taking rapper “Lil Ghost” as an example, it analyzes the image communication ways of Tik tok, a Chinese short video software.

### 1. Introduction

Nowadays, in the context of the new media with the increasing popularity of the Internet and smart phones, people have gradually increased their demand for social mode. The previous traditional mode of expressing with words, voice and pictures seems to be unable to meet people's demand for social communication, which has derived short video [1]. With the development of mobile network technology and the popularity of intelligent devices, short video has ushered in explosive development in recent years [2]. The media characteristics such as short and vigorous content carrying, audio-visual integration immersion experience, fission network communication and user participation and interaction make short video quickly become a new way of network interactive communication [3]. In the Internet era, artist images are presented in various forms, among which short video, as a new media form, provides a new scene for the dissemination of artist images, especially Tik tok. The short video represented by Tik tok has become an important position for image communication. The short video communication content is more life-oriented, lightweight and fashionable, making the audience feel friendly and willing to participate, and becoming the disseminator of video [4]. At the same time, short videos have a comment area, and user comments are also a new field for new content production and consumption and the formation of a community [5]. The short video platform has become the third largest traffic portal of the Internet, and the demand for short video user interaction and participation is high. Nearly 60% of users have had consumption behavior due to watching short video [6].

In the Internet era, with the rapid development of mobile short video, image communication using short video has become the most popular way for the public [7]. With the support of modern information technology, the efficiency of information dissemination has been greatly accelerated, and the modes of information dissemination also show diversified characteristics. The emergence of short video provides a good opportunity for image dissemination [8]. This new expression mode integrates all kinds of expression methods such as text, picture and audio, which makes many netizens happy to use this method for communication and interaction” Tik tok “short video has a good development

environment and prospects in China. With the help of" Tik tok "short video for image communication, it breaks the traditional pattern of cultural construction and further shortens the distance between people and cities [9]. Lil ghost, whose real name is Wang Linkai, was born in Haiyang City, Yantai City, Shandong Province on May 20, 1999. He is a male rapper and film actor in mainland China. He studied in Beijing Modern Music Institute [10]. The advent of 5g era and the development of artificial intelligence will further enable short video, and this panoramic content communication form has also become an important marketing position for brands and users to perceive each other, establish contacts, and realize the communication of brand image and value [11]. This paper mainly discusses how to correctly understand the correlation between mobile short video and image communication in today's diversified information, and takes the rapper "lil ghost" as an example to analyze the image communication channels of China's short video software Tik tok.

## **2. Lil Ghost Acting Experience**

Lil Ghost, whose real name is Lil Ghost, was born on May 20, 1999 in Haiyang City, Yantai City, Shandong Province. He is a male rapper and film actor in mainland China and studied at Beijing Modern Music Institute. In 2017, he participated in the Hip-Hop music talent show "The Rap of China" and won the top 70 in China, thus officially entering the entertainment industry. In January, 2018, he participated in the iQiyi Idol Men's Team's competition to develop the reality show Idol Trainee, and finally joined the Nine Men's Team NINE PERCENT and officially debuted. On August 29th, he won the Newcomer of the Year Award of All-Media Recommendation in Chinese Music Festival, while the song Good Night won the Golden Melody Award of the Year. On May 11th, 2019, Lil Ghost won the Pioneer Creation Newcomer Award in 2018 and the Most Popular Singer Award in 2018, while the single "I" won the Top 20 Most Popular Golden Melody Awards. On April 9th, 2021, Lil Ghost joined the reality show "Winter Dream" of Beijing Winter Olympics.

## **3. The Significance of Short Video to Image Communication and Construction**

Tik tokAPP is positioned as a 15-second music short video community focusing on young people. It was hatched by today's headlines and launched in September 2016 [12]. Tik tok users can select favorite tracks first, add short videos, and finally synthesize a music video work. Appearance is our first impression of a person and our most direct understanding of a person. Higher appearance will make people unconsciously attracted and stop. Therefore, the online appearance of Tik tok short video creation subject will also improve the video playback and praise. One of the most representative is Tik tok goddess Daigula K, whose smile full of affinity and appeal makes many people like this pure, natural and lovely little sister. The appearance of Daigula K is very discerning, which is quite different from the general net red face. Besides, she is also very good at dancing, and the magic dance always fits perfectly with music. What is most fascinating is her smile, which can make people forget a lot of troubles. Tik tok has a clear communication subject. From the very beginning, it contacted the family guild of the live broadcast platform, imported KOL and star resources of headlines in batches, and spread fans with KOL as the core. In the later stage, KOL joined hands with many stars to attract more audiences by using the fan effect. The audience watched the prank happen from God's perspective, or the development of things expected by the audience turned into a big reversal. This process is in an instant, but it has greatly attracted the audience and brought them laughter. It is in such an environment that the joy suddenly comes out of generate.

Tik tok spreads the image of artists, breaking the serious and solemn image of artists promoted by mainstream media such as newspapers, radio and television. This kind of communication mainly recommends famous tourist attractions, landmark coordinates and key urban development areas, and spreads them to the public. Tik tok's communication channels are divided into online and offline. Online mainly relies on stars to create momentum, which not only expands the influence of platform and content dissemination, but also improves the product's own taste, which is more in line with the positioning of young people in first-and second-tier cities and the psychological needs of users [13].

Due to the characteristics of fast transmission speed, large amount of information and wide audience coverage, short videos tend to be fermented rapidly once they have problems in the process of transmission. In today's stressful life, Tik tok's humorous content makes people temporarily put down their tiredness and forget the reality. Compared with advertising videos, the content of short videos is more story-telling and diverse, which is closer to the real city appearance. At the same time, on the social networking platform, short videos can become the most economical and convenient way to spread across regions or even across countries at low cost through links or small files.

#### **4. An Analysis of the Image Communication of Rapper “Lil Ghost”**

Lil Ghost participated in the rap program before joining the “Idol Trainee”, and was highly praised by Wilber Pan and received a necklace from Wilber Pan. Because he participated in this program, he got high popularity and fans' attention, so it also brought him great advantages in Idol Trainee. Soon after the launch of Tik tok, many stars settled in and publicized it, which made the short video market hot and attracted attention from all walks of life. It not only led the trend, but also led the masses, and quickly achieved the desired noticeable effect. Driven by curiosity, people regard it as a kind of entertainment at first, but it will deteriorate the content more and more in the future, while people's thinking and reflection will dissipate constantly in gorgeous packaging, and finally become unmanageable. As far as Tik tok short video is concerned, the main body of communication is the person who provides video content or creates video content. Tik tok provides a platform for users to register in online celebrity, which can improve users' enthusiasm.

On Tik tok, we can not only see the bits and pieces of life shared by others, but also learn a lot of “things” for our own use. Many people take advantage of the psychology of the public, hype themselves in order to attract clicks, abandon the moral bottom line to become so-called network reds, and publicize an unhealthy behavior to the public. Good music should enjoy both elegance and vulgarity. It can be spread in Tik tok, and the melody of lyrics should stand the test. Tik tok's daily active users far exceed Weibo and other traffic gathering places, which is a propaganda sound to some extent. Videos of various forms and contents on Tik tok platform can meet the needs of different ages, so they can spread rapidly [14]. Tik tok short video has a two-way interactive mode, so users can not only communicate with each other and exchange emotional experiences in the comment area of Tik tok platform, but also forward the video content they are interested in through QQ, WeChat, Weibo and other social platforms, which can bring more attention and traffic to Tik tok. Rap is Lil Ghost's strong point, but after understanding it, I realized that he had studied dancing for eight years and went out to practice dancing over the wall in the middle of the night in a closed school. His love and dedication to hiphop prompted him to constantly improve himself and absorb more things like a hunger. He is not satisfied with this concern, and keeps forging ahead to create a new but unknown road.

#### **5. Strategies of Using Short Video Communication to Improve Artist Image**

In this era of continuous progress and renewal of media technology and equipment, the emergence of short video platform has greatly promoted the communication between people and the shaping and dissemination of artists' images, which has ushered in new opportunities for the development and dissemination of artists' images. Short video marketing is not only the transformation of marketing thinking in media form, but also the support of marketing innovation through new technologies. Using big data analysis as the technical logic to refine the user portrait, set an anchor point for brand marketing, and realize the automatic presentation of information to users with the help of intelligent algorithms, meet the information needs of users under the accurate recommendation mode, and promote the interaction between brands and users. In the era of mobile network, users are more suitable for fragmented reading, and short and creative content can meet users' experience needs. However, when marketing through short videos, it is still necessary to carry out content creativity and scene marketing under the unified brand personality and style paradigm. For the content creativity of

a single short video unit, it starts with a more elaborate communication point of brand marketing, and forms a media content marketing matrix in the form of a series of brand image short videos, so as to realize the refined short video content communication under the same brand. In the information age, only high-quality content can attract more target users, and the production of high-quality content should be valuable and innovative. The artist image short video should not only meet the diverse needs of the audience, but also fully display the artist image. Communication elements in the process of short video marketing constitute a link of users' association with brand quality and symbolism. These communication elements can be divided into short video content creative elements, short video overall production quality and short video marketing environment. Figure 1 shows the vertical segmentation mechanism of short video industry.

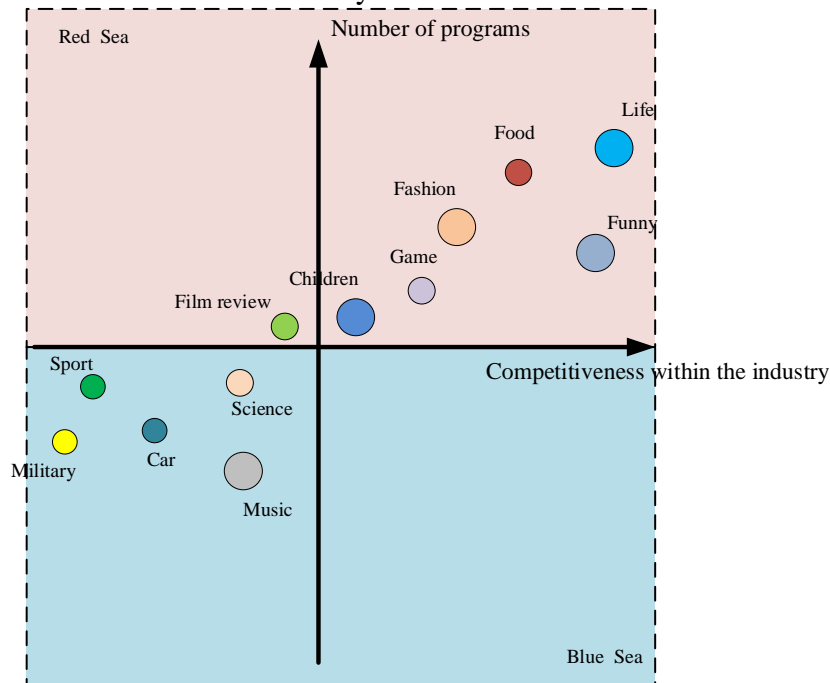


Fig.1 Vertical Segmentation of the Short Video Industry

When marketing content through short videos, it is necessary to convey product quality and brand value in a scenario-based creative narrative way based on users' psychological insight and expected mental cognition. In the dissemination of artists' images, more institutions with authoritative professional knowledge should be encouraged to enter Tik tok. Authoritative professional institutions have better advantages in promoting short videos of image dissemination, and to some extent, they also make up for the dilemma that individual users lack depth of production content. The low threshold of short video production actually brings some negative effects of low-end impression to short video marketing. Therefore, it is necessary to evaluate the marketing environment and coordinate the content recommendation scene with the brand image when recommending by short video playing platform. The long-term strategy of short video marketing needs to build a brand virtual community based on short video content, focusing on user interaction and spontaneous content production, and realizing multi-dimensional interactive communication and value creation between users and brands as the core. In this marketing link, the brand can take product quality, creative content, brand connotation and social welfare as community issues, convey brand value and social responsibility to users in dynamic communication, and establish emotional connection with users to form value resonance. In image communication, only the short video format that meets the needs of users can repeat the content information continuously and enhance the audience's impression in the process of visual consumption.

## 6. Conclusions

At present, China is in the era of media integration, new media and traditional media are booming, and the information environment has been practically improved. The rise of mobile short video provides a new way for image communication. Lil Ghost has a handsome appearance and skillful rap skills. Besides excellent singing skills, he is also very versatile. Whether it's an impromptu freestyle at rest or the rhythm of walking around, it's all at his fingertips, and his vitality makes the scene full of youthful vigor. Under the trend of media convergence, image communication no longer depends only on one way, but can give full play to the advantages of various media forms for integrated communication. Tik tok is undoubtedly the product of the continuous development of the times, the popularization of the Internet and the progress of life. Facing the Tik tok online celebrity video, we should treat it reasonably. Tik tok short video provides a new platform for artists' image shaping and dissemination by virtue of its own advantages. Through the dissemination of short video, people can have a deeper understanding of artists' image, and can also create three-dimensional and vivid characters.

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