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A Study on Empathetic Communication Strategies for Short Videos on Douyin Accounts from the Perspective of Major Themes

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Abstract. People's Daily Douyin account take the Chinese Communists' spirit genealogy as value core, use short videos to turn abstract spirit into character stories, historical scenes, and practice cases, which not only activate intergenerational emotional resonance, but also deepen theme connotation transmission. Through a series of empathy communication strategies, at key nodes such as anniversaries, guided by the core values like ideal belief and people-serving feelings that the spirit genealogy carries, it connect the Party's original mission with the national rejuvenation vision, achieve effective spread of information and emotion.

Keywords: Empathetic Communication, People's Daily TikTok Account, Short Videos, Major Theme Reporting

1. Introduction

Major theme reporting, as an important practice form in news communication field, play important roles in publicizing and implementing the Party's line, principles and policies, guiding social public opinion direction, and promoting economic and social development. At present, academic and industry circles have not yet form a unified definition for "major theme reporting", but can grasp it from two dimensions of theoretical connotation and practical characteristics.This study's introduction part aim to systematically explain the research topic's background information, clarify where the research question come from, and discuss the theoretical significance and practical value of the study [1].To this end, the introduction part through explaining the connection between major theme reporting and anniversary activities and the Chinese Communists' spirit genealogy, plus sorting out existing relevant literature and research status, clearly define this study's direction, focus and value, and lay foundation for the analysis of subsequent chapters.

2. Theoretical models related to empathetic communication

Empathy communication involve a series of information receiving, infecting,expressing and transmitting sharing behavior processes, contain the generation of emotion, cognition and behavior

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[2].According to the comprehensive sorting of the theoretical basis part before, empathy is formed under the cooperative operation of individual's emotion, cognition and behavior three big systems, connect from the direct matching automatic processing of perception and behavior, also cover the emotion processing which is dominated by regulation and control. This model in a layered and systematic way reflect how the thematic connotation in major theme reporting follow the internal logic of empathy communication, and the transformation path from abstract spiritual core to concrete behavioral practice. Spiritual connotation run through the whole process of short video creation, circulation and reception, through the progressive effect of representation, transmission and diffusion in key empathy links, achieve building identification at cognitive level, arousing resonance at emotional level, and promoting practical transformation at behavioral level.

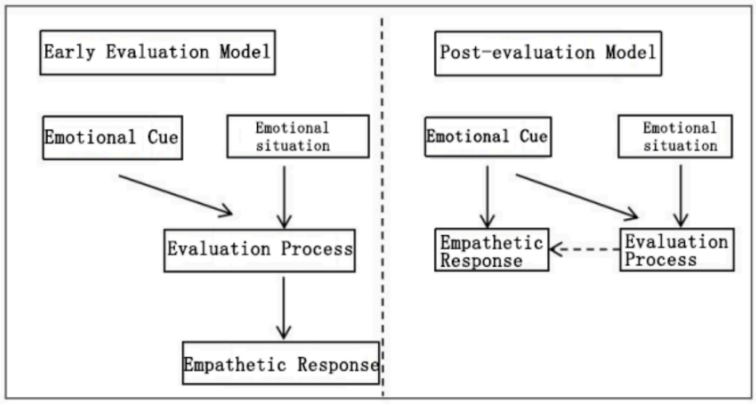

Figure 1. The "Early Assessment Model" and "Late Assessment Model" for empathy

Early appraisal model emphasize that empathy reaction need activate through external and internal information situation appraisal, while late appraisal model believe empathy reaction is directly and automatically activated by emotional clues, specific type of emotional clues will correspond to specific empathy reaction. Although the two models have difference on the directness of empathyreaction activation, but both emphasize the importance of situation information in the process of empathy reaction formation.

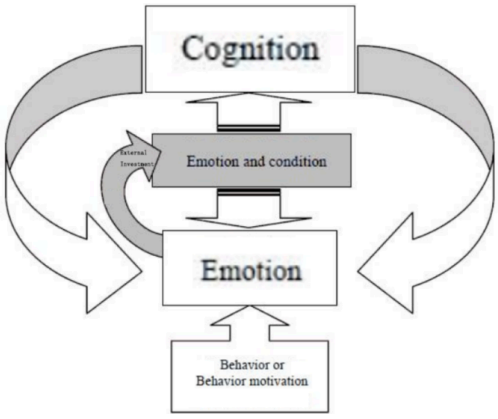

Figure 2. A dynamic theoretical model of empathy

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3. Focusing on typical imagery to create an empathetic landscape

People's Daily Douyin account through building visual frames with depth, turn short emotional reaction into lasting self-reflection and value identity, prompt audience to deeply think and internalize the spiritual meaning inside, achieve the span from emotional resonance to rational thinking and from intuitive perception to deep thinking [3]. Form more deep-level empathy experience, so that the communication effect of major theme reporting short videos can deepen and expand.This frame combination strategy not only achieve layered decoding of historical narrative, but also expand audience's cognitive dimension through the dialectical use of lens language.

Table 1. The visual framework and image elements of the People's Daily's short videos on major thematic reports

Video Frame Type	Value of information	Conspicuousness	Find a view	Xpirit	The connotation of the imagery
Core Character Framework	The moment that captures the character's positiveimage	The characters are mostly positioned inthe center.	The shots are primarily medium and close-ups.	Highlight the character's expression and the surrounding environment	The person's social identity, the location's associated significance.
Collective Memory Framework	A momentthat reflectsthe nation's history of hardship and struggle	Emphasize memorable historical moments	Primarily featuring wide-angle and medium/close-up shots	The surrounding environment is prominently highlighted.	Safeguarding national dignity; a strong nation and ethnic unity

People's Daily, as an important mainstream media that carry national political ideology and symbolic discourse system, through creative continuation and commemoration on various media platforms, build a meaning-sharing field that cross time and space boundaries, make cultural symbolic symbols can freely circulate and deeply interpret in new media ecology, promote people's awakening and strengthening of "national imagination" and "community" consciousness.

4. Grasp the narrative rhythm and create an empathetic atmosphere

This study screen out the top three short video texts with overall highest play volume among different reporting themes in People's Daily's major theme reporting short videos, analyze the narrative presentation of sound elements in empathy situation meaning construction, and divide sound effect symbols into atmospheric music symbols, lyrical music symbols and descriptive music symbols [4].

Table 2. The auditory narrative in the short videos featuring People's Daily's in-depth thematic reports

Sequence number	Title Content	Subject content	Voice Narration	
			The visual image is accompanied by audio information.	Sound effect symbol
1	Before the symposium commemorating the 130th anniversary of Comrade Mao Zedong's birth...	Comrades Xi Jinping and other leading comrades paid three bows at the seated statue of Comrade Mao Zedong in the Chairman Mao Memorial Hall.	/	"I Love You China" lyrical musical symbol

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Table 2. (continued)

2	Today is the Martyrs' Memorial Day... Let us honor the fallen heroes and pay tribute to our brave predecessors!	Image 1: Yang Jingyu, Zhao Yiman, Sister Jiang, Chen Shuxiang, etc. Image 2: General Secretary Xi Jinping delivering an important speech.	Commentary: Yang Jingyu died at the age of 35, while Zhao Yiman died at 31...	"I Love You China" lyrical musical symbol
3	Celebrating the 95th Anniversary of the Establishment of the Chinese People's Liberation Army.	Image 1: The Ministry of National Defense holds a grand reception Image 2: Military parade	Environmental sound: applause	"The Strong Military Battle Song" depicts sexual musical symbols.

People's Daily's major theme reporting short videos through carefully built sound-picture structure units, integrate ideological, artistic and ornamental qualities into one, cooperatively show deep national spirit and distinct contemporary style. Its lyrics and the powerful, heroic military parade pictures complement each other, appear even more magnificent.

5. Highlight the anniversary and set an empathetic theme

Social media break the fixed time and space boundaries of traditional rituals, its influence no longer limit to a specific physical space or time period, butcan spread instantly worldwide to form a strong empathy public opinion field. The display of commemorative political rituals on social media connect presentand absent audiences, through the transmission of symbols, values and norms, reproduce historical memory, help shape national identity, and then enhance national identity sense and belonging sense.

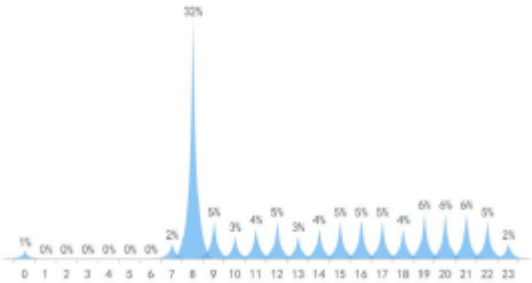

Figure 3. Distribution of release times for short videos published by the People's Daily

The dynamic and static combination, high-frequency interactive communication scenes in social media push traditional communication models into internetecology. Different communication forms under technical empowerment mutually penetrate and cooperatively resonate, prompt ritual communication effects to break original boundaries, achieve multi-dimensional and multi-level wide diffusion.

In the audio-visual presentation of People's Daily's major theme reporting short videos, spatial elements is important content for strengthening identity belonging and expanding empathy field [5, 6]. Through spatial construction strategies, People's Daily turn abstract historical memory and emotional value into perceivable spatial images.

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Table 3. The Complementarity of Spatial Elements in Short Video Reports on Major Themes by the People's Daily

Dimension	Emotional landmark	Spatial Metaphor
Focus Area	The Emotional Native Nature of Physical Space and Its Role in Memory Storage	The Symbolic Nature of Spatial Relationships and the Process of Meaning Construction
Narrative Path	Original authentic details → Emotional arousal → Memory anchoring	Relationship construction → Symbolic encoding → Meaning metaphor
Key role	Establishing an embodied emotional connection between history and the people	Establishing an abstract visual logic that embodies spiritual essence
Typical Technique	Close-ups, aerial shots, ceremonial scenes, etc.	Contrast editing, hierarchical scheduling, symbol grafting, etc.
Emotional Level	From "spatial perception" to "emotional resonance"	From "Visual Cognition" to "Meaning Understanding"

Among them, emotional landmark is the "material base" of spatial metaphor, and spatial metaphor is the "meaning sublimation" of emotional landmark, the two together build a double-layer interpretation structure of "concrete and perceivable emotional carrier - abstract sublimated meaning network", so that great spirit can both root in history through emotional landmark and shine into reality through spatial metaphor, finally achieve the span from "geographic space" to "spiritual space" [7].

6.Conclusion

This study take empathy communication as theoretical foundation, explore how People's Daily through text construction, audio-visual presentation and value guidance strategies, combine with three empathy communication elements which is "perspective taking", "emotional contagion" and "empathic concern", form deep heart dialogue and value resonance with audience. The study through literature review sort out the development context, core concepts and application status of empathy communication theory in communication field, and on this basis build a dynamic theoretical model of empathy communication for People's Daily's major theme reporting short videos. Then, combining case analysis method and emotional analysis method, it discuss how the Chinese Communists' spirit contained in major theme reporting effectively show its appeal, education and inspiration value through short video medium, and then achieve the lasting inheritance and efficient promotion of great spirit in contemporary society.

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