

The Content Guideline of Chinese Jiangnan Classical Garden in BiliBili Videos: A Thematic Analysis with ATLAS.ti

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RITA_22
December 2024
ISSN: 2340-9711
e-ISSN: 2386-7027

Received: 22-08-2024
Revised: 21-11-2024
Accepted: 15-12-2024
Published: 31-12-2024

Abstract

The Chinese Jiangnan Classical Garden is an important component of China's intangible cultural heritage, reflecting philosophical ideas and aesthetic pursuits in traditional Chinese culture. However, Chinese Jiangnan classical garden culture is gradually being forgotten. Against the backdrop of the rapid development of We Media, especially video platforms represented by Bilibili, the dissemination of Chinese Jiangnan Classical Garden culture has shown new characteristics. This study is based on the relationship between media technology and human beings, media evolution, media metaphors, We Media cultural landscape, and de-domination, flow, and re-embedding theories Using ATLAS.ti software for thematic analysis of video content on the Bilibili platform with the theme of Chinese Jiangnan Classical Garden culture. Focus on the 25 user-generated content with high likes in the past five years. This study aims to provide better digital protection and disseminate Chinese Jiangnan Classical Garden culture. The research question and goal are to promote Chinese Jiangnan Classical Garden culture more effectively through We Media, providing specific guideline and theoretical support. Summarized and revealed two core themes of communication: coexistence of nature and humanities and aesthetic and cultural immersion experience, as well as two main modes of communication: multi-level symbol transmission and complementary expression of culture and aesthetics. Research has found that high-quality Chinese Jiangnan Classical Garden videos can enhance communication effectiveness through multi-sensory immersive experiences and symbolic expression. These conclusions provide important references for the creation of garden culture videos and new perspectives for the study of dissemination guideline of traditional culture in We Media.

Keywords: Chinese Jiangnan Classical Garden, Cultural Representation, Bilibili Videos, Thematic Analysis, ATLAS.ti.

INTRODUCTION

Chinese Jiangnan classical garden culture as an intangible cultural heritage¹. We Media digital content development has improved the efficiency of traditional culture dissemination and brought new experiences to the reception of traditional culture². Bilibili videos on We Media can promote culture, enhance communication inspiration, consolidate emotional energy, and optimize communication guideline³.

However, Chinese classical garden culture is gradually being forgotten⁴. To safeguard Chinese Jiangnan classical garden culture has become particularly important, and digital content has been used for good preservation⁴. In relevant studies, respondents have insufficient depth and breadth in the dissemination of Chinese Jiangnan classical garden culture. The presentation quality of digital content is insufficient, and the originality of content creation is insufficient^{4,5}.

This study will select 25 Chinese classic garden culture videos on the Bilibili platform for thematic analysis^{4,6}. According to data from the Bilibili official website in 2023, the daily active users reached 103 million, a year-on-year increase of 14%⁷. It is very important to conduct thematic analysis of Chinese Jiangnan classical garden culture videos through Bilibili.

Therefore, the qualitative method research will analyze the guideline for the dissemination of Chinese Jiangnan classical garden culture in We Media digital content. And summarize the digital content of the Chinese Jiangnan classical garden culture guide suitable for future dissemination and development.

In this research, the following questions are raised in the research on the cultural representation of Chinese Jiangnan Classical Garden in Bilibili videos:

1. What is the relationship between the themes and content of Chinese Jiangnan classical garden culture-related videos on Bilibili?"
2. What content guideline effectively disseminate Chinese Jiangnan classical garden culture on Bilibili?

The objectives of this research are as follows:

1. To examine the relationship between video themes and contents in Chinese Jiangnan classical garden culture-related content on Bilibili.
2. To identify effective content guideline for promoting Chinese Jiangnan classical garden culture on Bilibili.

The following section offers the literature review of this research.

LITERATURE REVIEW

The relationship between media technology and humanity, as Marshall McLuhan proposed, illustrates We Media's continuous spread⁸. The structural changes and transformations in the themes and activities safeguarding Chinese classical garden culture. It proposed that digital technology has expanded the dissemination of garden culture through digital content, video demonstrations, virtual reality, and other means. The combination of globalization and interactive communication among users endows garden culture with new vitality².

American communication scholar Paul Levinson's media evolution in the Media of We Media: toys, mirrors, and Art explores the development of We Media communication technology and the cultural formation process with some adaptability⁹.

We Media Cultural Landscape of the Famous French Thinker by Est Dobord. Although Dobord's cultural landscape was formed during the era of television dominated mass communication¹⁰. Modern society has entered the landscape society. We Media and landscape have become an important feature of contemporary society^{11,12}.

Joshua Meyrowitz's Media metaphors, one of the representatives of the media environment school¹³. Media metaphors is container metaphors, linguistic metaphors, environmental metaphors. We Media emphasizes decentralized communication and user interaction. Bilibili promotes the dissemination of garden culture through

UGC and community interaction, verifying diverse communication paths, user participation in innovation, and cross-cultural communication adaptability, providing an example for the combination of theory and practice¹⁴. For example, traditional culture is deconstructed into symbolic commodities but re-embedded through digital content such as media².

However, in the relevant research on the dissemination of cultural videos on Bilibili, the importance of Bilibili for cultural heritage is emphasized, and there is little research on the guideline for Bilibili to disseminate culture. As the Bilibili video website has become an important domain for knowledge output, video has impact on improving people's scientific literacy is increasingly evident⁴. Bilibili video website is the most representative youth subculture community in China, and Bilibili users have significant characteristics of youthfulness, with increasing influence among young people¹⁵. Use new media to spread opera and new media technology to produce unique types of opera short videos. Studying the dissemination of traditional Chinese opera culture on Bilibili¹⁶.

This research will review the relevant research on We Media and Chinese Jiangnan classical garden culture and propose a research gap.

The first study points out the importance of analyzing the connotation of brand design and user experience, to explore the brand building and value promotion guideline of Bilibili, and to provide help for the design of Internet brands under user experience¹⁷.

The second study points out that the research subject is foreign internet celebrities who have made certain contributions to the dissemination of Chinese culture to the outside world. The research methods are literature analysis and case analysis. Research has found that short videos produced by "foreign internet celebrities" are significant in promoting Chinese culture, as they can enrich the subject of telling Chinese stories, become a bridge for communication at home and abroad, and enhance China's image internationally¹⁸.

The third study focuses on analyzes the content and characteristics of Hanfu themed short videos on the Bilibili website and finds that the underlying reasons for the "Hanfu fever" are the increase in cultural confidence among the Chinese people, the expansion of social and cultural inclusiveness, and the growth of corporate cultural brands¹⁹.

The fourth study emphasizes that guided by the theory of register and analyzes and discusses the comments of overseas bloggers on their video works on the Bilibili website. The main research object is the comments of Chinese netizens on highly interactive works published by overseas bloggers of different video types. Through text analysis, discourse analysis, and specific case studies, it has been found that the existence of virtual spaces dilutes the differences in identity, status, and cultural background between people in reality, making communication between netizens and overseas bloggers more equal²⁰.

The fifth study suggests that Bilibili is a streaming video website. The research introduces Bilibili, collects various opinions from netizens, and categorizes them to demonstrate the reactions of Chinese netizens to this issue. It will also outline how the company handles and responds to this situation²¹.

The sixth study, based on the theory of the interactive ritual chain, analyzed the ritual process of Bilibili interactive short video practice cases, proposed a cultural promotion path from the perspective of the interactive ritual chain, and provided reference and inspiration for related service work²².

The seventh study started from the dissemination methods of traditional cultural programs on the new media platform Bilibili, we will conduct in-depth research on the preferences of young people for traditional culture and the characteristics of traditional culture in new media communication²³.

The eighth study explores new paths for the development and innovation of traditional Chinese opera, Wuyin Opera, in the context of current new media. By utilizing the advantages of Bilibili, an interactive barrage video network platform, for the dissemination of traditional Chinese opera culture, Wuyin Opera can be passed down in a youthful and long-lasting way³.

Therefore, this research explores the dissemination themes and content of Chinese Jiangnan classical garden culture on Bilibili of We Media. So far, research on the impact of We Media on Chinese Jiangnan classical garden culture is still limited. Therefore, this study is based on the factors influencing Bilibili's dissemination of Chinese Jiangnan classical garden culture videos. This study analyzed the dissemination themes and content of Chinese Jiangnan classical garden culture on the Bilibili video website. It summarizes effective ways for We Media to promote Chinese Jiangnan classical garden culture.

The following section introduces the methodology of this research.

METHODOLOGY

On the theoretical basis of the relationship between media technology and human beings, media evolution, media metaphors, We Media cultural landscape, and de-domination, flow, and re-embedding. This research adopts qualitative methods, analysis of Documents and Artifacts Defined-Videos.

Data Sources and Sample Selection of Documents and Artifacts Defined Videos

The documents and artifacts defined-videos through purposeful sampling²⁴⁻²⁷ is to select 25 typical garden videos from Bilibili We Media for qualitative analysis^{2,6,28}, to come up with the communication guideline and guideline for We Media's digital content communication of Chinese Jiangnan classical garden culture. Among them, 25 videos are all with the highest user preference on the platform. Through these 25 videos, it can better understand the user's perception of the current dissemination of Chinese Jiangnan classical garden culture by We Media. And comprehensively analyze and correlate the video's content, visuals, text, background music, and monologue through ATLAS.ti^{2,29}.

Analysis process of ATLAS.ti tool

In this study, ATLAS.ti software was used to perform three-level encoding analysis on Chinese Jiangnan classical garden culture-related videos on the Bilibili platform^{29,30}, the specific process is as follows:

1. Data preparation and import

Decompose the content of the collected high likes of Chinese Jiangnan classical garden culture videos, including titles, video subtitles, visual elements, and background music, and import them into ATLAS.ti software.

2. Open Coding: Analyze the video content individually, identify keywords, images, and symbols (such as garden landscape elements, traditional cultural symbols, music styles, etc.) in the content. Record the preliminary coding labels one by one and try to maintain the diversity and openness of the labels as much as possible.

3. Axial Coding: Classify open coding, identify the associations between different contents, and construct a preliminary thematic framework. Utilize the Code Group feature of ATLAS.ti to aggregate and analyze highly correlated codes, forming several core themes.

4. Selective Coding

Based on Axial Coding, select the most relevant topics to the research objectives and form the final analytical framework.

Use the Network View feature of ATLAS.ti to organize the relationship structure between topics further and clarify the logical relationship between primary and secondary topics.

5. Result output

Export encoding results to provide intuitive support for subsequent data analysis. Visualize and assist in the formation of research conclusions³¹⁻³³.

Data Encoding and Topic Extraction Methods

Through the Network View feature of ATLAS.ti, this research system identified the main themes and patterns in the dissemination of Chinese Jiangnan classical garden culture³¹⁻³³, the specific analysis steps are as follows:

1. Keyword extraction and frequency statistics: Summarize the frequently occurring keywords in Chinese Jiangnan classical garden culture-related videos. Analyze the frequency of occurrence of different themes and identify the most common elements in disseminating Chinese Jiangnan classical garden culture.
2. Topic relationship recognition: Using the Network View function, visualize the relationships between different topics, further clarifying the hierarchical relationship between primary and secondary topics. Summarize the core elements in the dissemination of Chinese Jiangnan classical garden culture.
3. Analyze the user's preferences for different Chinese Jiangnan classical garden culture themes based on the dissemination effects of specific symbols.

In summary, effective content guideline for the dissemination of garden culture have been summarized, providing suggestions for further optimizing the content of garden culture dissemination on the Bilibili platform.

RESULTS

Thematic analysis of Chinese Jiangnan classical garden culture videos on the BILIBILI platform

The extraction of open coding is the first step in the encoding process, aimed at identifying the most basic content elements and symbols from the video and classifying them. Through repeated observation and analysis of video materials, a total of 24 Open Coding, 6 Axial Coding, and 3 Selective Coding were identified. The content elements and garden cultural symbols that repeatedly appear in the video have been encoded and summarized, covering the basic elements of classical garden architecture in Jiangnan, the presentation of natural landscapes, and the techniques for shaping the cultural atmosphere of the Chinese Jiangnan classical garden.

In the characteristics of the Chinese Jiangnan classical garden, the architectural components, like eaves, steps, and other details presented in the video are not only part of the physical structure of the garden but also carry cultural symbolic significance. Natural landscape elements, such as mountain peaks, lotus flowers, and ponds in gardens, repeatedly appear in Chinese Jiangnan classical garden videos and reflect natural aesthetics. In the expression of cultural atmosphere, background music and the display of classical artifacts create the cultural atmosphere of Chinese Jiangnan classical gardens in the video, allowing users to feel the artistic conception of garden culture. In terms of spatial structure and perspective, such as the layout inside the garden and the perspective of video shooting, these concepts reflect the design ideas of video in spatial display and perception.

The following are the open coding elements included in axial coding:

1. Architectural elements of garden in axial coding: including Garden brick, Eave bell, garden door, and Garden gate elements, these details reflect the physical form characteristics of architecture in Chinese gardens.
2. Internal structure of garden in axial coding: involving the composition of Garden pavilion, Garden corridor, Garden pond, Garden windows, and Garden interior spaces, reflecting the design logic and layout characteristics of the interior space of the garden.
3. Axial coding of Combining Garden with Nature: including Garden rockery, Garden and Lotus, Ancient Garden Bridge, highlighting the interactive relationship between natural landscapes and garden architecture.
4. Garden aesthetics and culture of axial coding: composed of Background music, The beauty of Chinese garden (subtitle), Atmosphere shots in garden videos, and Garden color aesthetics, emphasizing the aesthetic expression and cultural significance in gardens.
5. Garden design concept: involving Famous Chinese Garden, Landscaping method of garden, Modern architecture and Chinese garden, The definition of garden coding, exploring the core concepts of garden design and its integration with modern elements.
6. The architectural aesthetics of garden: including Garden steps, The ultimate garden aesthetics, Garden tiles, and Garden architecture, these codes showcase the unique charm of garden architecture presented through visual aesthetics in the video.

The following are the axial coding elements included in selective coding:

1. Selective coding of Architecture and Art of Garden: covering two axial coding aspects: Architectural elements of garden and The architectural aesthetics of garden, focusing on analyzing how gardens' beauty and cultural heritage are conveyed through architectural details and overall artistic expression in videos. The architecture and natural landscape in gardens do not exist in isolation but form a fusion relationship through design.
2. Selective coding of The Space and Nature of Garden: Combining the two axial coding of Internal Structure of Garden and Combining Garden with Nature, it reveals how the integration of spatial layout and natural landscape can create harmonious and beautiful landscape effects in garden design. The layout of natural elements and the selection of landscape perspectives also express the concept of harmony between man and nature in Chinese garden culture.
3. Aesthetics and Cultural Expression of selective coding: including Garden aesthetics and culture and Garden design concept, this paper mainly explores how to express and spread the artistic conception of garden culture through colors, aesthetic symbols, and cultural symbols (such as guzheng music and tea set lenses) in videos. This selective coding focuses on conveying gardens' aesthetic value and cultural atmosphere.

Therefore, there is also mutual correlation and influence between Selective Coding, Architecture and Art of Garden provides the foundation for The Space and Nature of Garden. An overall Chinese garden space has been formed by designing the architecture and its placement in nature. The Space and Nature of Garden provides specific materials and techniques for Aesthetics and Cultural Expression. Formed the beauty and cultural atmosphere in Chinese garden videos. Ultimately, Aesthetics and Cultural Expression, in turn, influenced people's understanding and aesthetic preferences towards Architecture and Art of the Garden, as well as The Space and Nature of the Garden.

Analysis of Network View

Based on the three-level coding process of this study, the core themes and dissemination patterns in Chinese Jiangnan classical garden culture dissemination videos were gradually revealed through the induction and integration of Open Coding, Axial Coding, and Selective Coding. Research has shown a property relationship between Axial Coding and Selective Coding, where each Selective Coding is composed of multiple Axial Codes, and Axial Coding concretizes the features and manifestations of Selective Coding. This reflects the hierarchy and diversity of different content elements in garden culture videos. At the same time, the relationship between Selective Coding is manifested as associated, which means that different Selective Coding not only exist independently in garden culture videos but also jointly form the complete dissemination effect of Chinese Jiangnan classical garden culture through content and theme interaction.

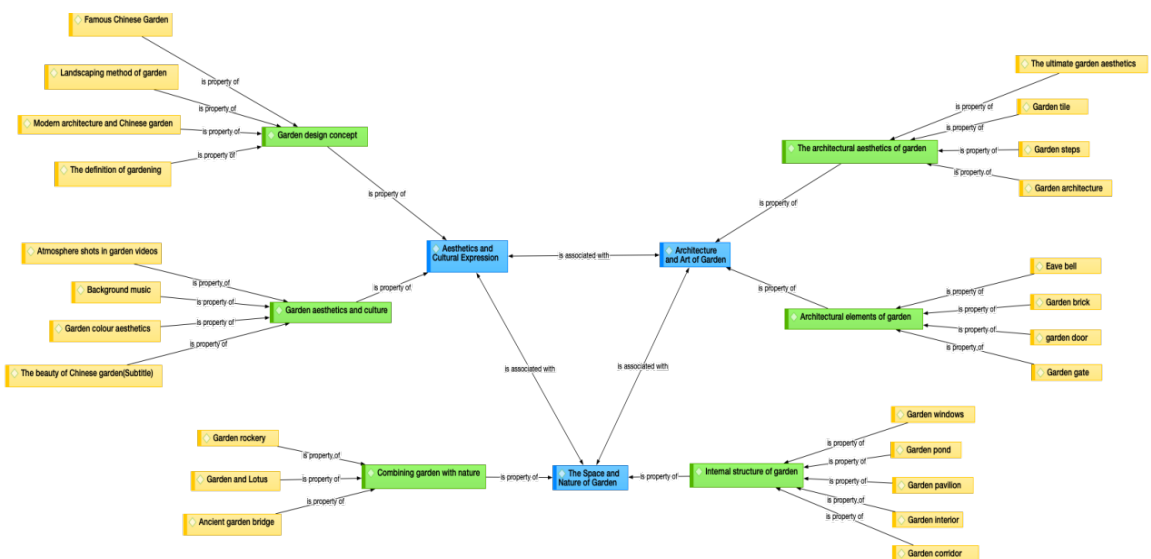


Figure 1: Network View

Through in-depth analysis of the three-level coding content and its interrelationships, this study reveals the main themes and dissemination modes of Chinese Jiangnan classical garden culture related videos on the Bilibili platform, providing academic insights and practical guidance for the digital dissemination of garden culture. The following are the main results of the research:

1. Main themes:

Coexistence between Nature and Humanity. Research has shown that Chinese Jiangnan classical garden culture videos highlight the core theme of harmonious coexistence between nature and culture by showcasing the synergy between Architecture and Art of Garden and The Space and Nature of Garden. Specifically, garden videos present the cultural imagery of pavilions, terraces, courtyards, and water pavilions in detail and their organic combination with natural elements.

Immersive Experience of Aesthetics and Landscape Culture. Combining Aesthetics and Cultural Expression with other selective encodings, research has found that garden videos provide users with a multi-sensory immersive experience through visual aesthetics (such as composition and lighting effects), auditory atmosphere (such as classical music or environmental sounds), and cultural symbols (such as traditional clothing or calligraphy elements).

2. Communication mode

Multi-level symbol transmission. Landscape videos construct a dissemination model centered around delicate cultural symbols. These symbols not only include visual symbols (such as the presentation of details in architecture and natural landscapes), but also encompass auditory and emotional experiences (such as background music and narrative tone), forming a multi-level symbol transmission mode of dissemination.

Complementary expression of garden culture and aesthetics. The study also found that garden culture videos form a complementary dissemination model of aesthetics and culture by combining aesthetic experiences (such as camera language and light and shadow design) with cultural concepts (such as the philosophical ideas and historical background behind gardens).

In summary, this study reveals the two core themes of the coexistence of nature and humanities and aesthetic and cultural immersion experience in Chinese Jiangnan classical garden culture videos through three-level coding and its relationship analysis. It clarifies the two main communication modes of multi-level symbol transmission and complementary expression of culture and aesthetics. These findings provide a theoretical basis for creating garden culture videos on effectively disseminating Chinese Jiangnan classical garden culture content.

Bilibili's dissemination of Chinese Jiangnan classical garden culture content

Based on an in-depth analysis of the themes, content, and dissemination modes of Chinese Jiangnan classical garden culture related videos on the Bilibili platform, this study summarizes the following content guideline to guide creators and disseminators to more effectively promote garden culture.

1. Highlight the theme of coexistence between nature and culture

Integrating the dynamic display of garden architecture and natural landscapes. Creators should use the language of the camera to showcase the harmonious combination of Chinese garden architecture (such as pavilions, towers, bridges, and water pavilions) and natural elements (such as lakes, rocks, flowers, and trees), highlighting the cultural concept of "harmony between man and nature". This approach can effectively attract users' attention to the philosophical connotations behind garden culture and enhance the visual appeal of garden content.

Strengthen cultural narrative and historical background interpretation. Incorporating narratives about the historical origins, cultural significance, and design concepts of garden architecture into the video through subtitles, commentary, or copywriting allows the user to have a more comprehensive understanding of the deep connotations of garden culture. For example, introducing the allusions to pavilion names and combining them with visual displays to showcase their unique historical significance enhances the user's sense of immersion.

2. Building a multi-sensory expression of aesthetics and immersive experience

Enhance visual aesthetic effects. In video production, emphasis is placed on composition, use of light and shadow, and color tone selection to convey the garden's unique beauty. For example, Suzhou gardens in the early morning mist or garden bridges in snowy scenery can capture a tranquil atmosphere through the lens, creating an immersive atmosphere. At the same time, utilizing slow motion and aerial photography techniques to enrich the visual hierarchy and enhance the user's visual experience.

Using traditional music and sound effects to create an atmosphere. Add classical music (such as guqin, xiao, etc.), opera singing segments, or natural sound effects (such as flowing water, bird songs) to provide auditory aesthetic supplements to garden culture content. The background music should match the rhythm of the video content to further enhance the poetic and cultural atmosphere of the garden scene.

3. Emphasize the multi-level transmission of symbols

Utilizing cultural symbols to deepen content dissemination. Creators can use symbolic elements of garden culture, such as tea sets, lanterns, calligraphy plaques, and garden window frames, as visual focal points to enhance the uniqueness and recognition of garden culture through close-up shots or visual combinations. These symbols not only convey visual beauty, but also carry cultural information, making the conveyed content more profound.

Combining traditional clothing with daily life scenes. By incorporating ancient costumes (such as Hanfu and cheongsam) and traditional daily necessities (such as tea sets and ancient lanterns) into garden scenes, the cultural background of garden scenes can be endowed with greater appeal. This approach not only enhances the cultural atmosphere of the video, but also helps to bring the user closer to garden culture through everyday expression.

4. Pay attention to the analysis of video theme content

Optimizing Theme Selection. Identify popular garden culture themes (such as aesthetic expression and garden history) by analyzing the correlation between user favorite video themes. Creators can prioritize creating video content on these themes to enhance dissemination and increase user stickiness.

Design interactive communication content. Encourage users to participate in discussions or creations in the video comment section, asking interactive topics such as *What is your favorite garden image?* and *What is your understanding of the culture behind garden architecture?* To achieve deeper cultural exchange.

5. Strengthen the complementary expression of culture and aesthetics

Combining cultural education with entertainment. Garden culture videos should not only highlight aesthetic experiences, but also incorporate certain knowledge and fun. Creators can enhance the attractiveness and dissemination of their videos by providing entertaining interpretations of garden history or conducting online Q&A sessions on garden culture.

Presenting the Relationship between Landscape Culture and Contemporary Life. Combining the traditional connotations of garden culture with modern values demonstrates the application and significance of gardens in contemporary life. For example, by comparing the relationship between traditional garden design and modern architecture, emphasizing the contemporary applicability of garden culture and attracting a wider user.

Therefore, the above guideline provide a specific path for disseminating Chinese Jiangnan classical garden culture content on the Bilibili platform. These guideline not only help improve the content quality of video creators, but also guide users to deeply understand the aesthetic value and cultural connotation of garden culture through multidimensional cultural presentation and multi-sensory dissemination, thereby enhancing the dissemination effect and social influence of garden culture.

DISCUSSION

This study reveals two core themes in the dissemination of Chinese Jiangnan classical garden culture through three-level coding and symbolic relationship analysis on the Bilibili platform: the coexistence of nature and humanities

and the immersive experience of aesthetics and culture, as well as two main modes of dissemination: multi-level symbol transmission and complementary expression of culture and aesthetics. These findings indicate that the dissemination of garden culture on new media platforms relies not only on the visual presentation of content but also on the deep expression of cultural symbols and the design of multi-sensory immersive experiences.

The unique value of coexistence between nature and culture. Research has found that Chinese gardens embody the core philosophy of “harmony between man and nature” through integrating architecture and nature. This theme of harmonious coexistence aligns with contemporary users’ dual pursuit of ecological aesthetics and cultural values while highlighting garden culture’s eternal charm. This theme is strengthened through dynamic lenses and historical narratives in new media communication, providing users with a layered cultural experience.

The combination of immersive experience and symbolic communication. The successful dissemination of garden videos lies in combining auditory, visual, and cultural symbols, creating an immersive content experience. For example, by combining classical instruments, opera singing, details of garden architecture, and traditional household utensils, the user can more deeply perceive the unique connotations of garden culture. This discovery further confirms the effectiveness of the symbolic dissemination model, that is, by deeply exploring the symbolic meaning of garden culture symbols, the cultural dissemination power of content and the cultural identity of users can be enhanced.

The Bilibili platform, with its youthful, diverse user base and highly interactive communication characteristics, provides unique advantages for the modern dissemination of garden culture

Acceptance rate of the younger user group: Garden culture videos establish a modern understanding of traditional culture among young users by combining aesthetic and educational functions. This phenomenon indicates that traditional cultural symbols can achieve higher dissemination effects among the younger generation if repackaged in new media language.

The relationship between the dissemination theme and content: Analysis shows that users are more inclined towards video content with aesthetic expression, emotional appeal, and cultural depth. This further proves that the dissemination of garden culture not only requires high-quality visual presentation, but also needs to attract users’ deep attention through narrative and interactive elements.

The content guideline summarized in this study has certain practical significance. This provides clear production direction for garden culture video creators, especially on optimizing content creation through cultural symbols, narrative methods, and multi-sensory experiences, thereby improving communication effectiveness. The theoretical value of the research lies in enriching the theory of symbolic communication modes in communication studies and expanding the study of the transmission paths of traditional culture in the context of We Media, providing theoretical support for subsequent research.

CONCLUSION

This study takes videos related to Chinese Jiangnan classical garden culture on the Bilibili platform as the research object and uses ATLAS.ti for three-level coding analysis to systematically explore the dissemination themes, modes, and relationships between garden culture and user interaction. The main findings of the study are as follows:

1. Relationship between dissemination theme and content: Landscape culture videos revolve around the coexistence of nature and humanity and aesthetic and cultural immersion experience, achieving deep transmission of cultural connotations through visual aesthetics, cultural narrative, and symbolic expression.
2. Communication mode: The dissemination of garden culture is reflected in the multi-level symbol transmission and complementary expression of culture and aesthetics. Through a multi-sensory experience and interactive design, the user’s sense of identity is strengthened, and the communication effect of garden culture is enhanced.

This study summarizes the content guideline for promoting garden culture on the Bilibili platform, providing systematic guidance and suggestions for cultural content creators, especially on combining new media technology with cultural symbols to enhance communication effectiveness. This provides a case study from a traditional

cultural perspective for the symbolization theory in communication studies, enriching the theoretical exploration of cultural communication models, especially in the context of new media applications.

The limitation of the study lies in the lack of likes as the main indicator of communication effectiveness in the data and the insufficient examination of the deep-level effects of other interactive data (such as comments and shares). Further research can be conducted by combining data such as likes or user surveys to explore users' specific feedback on the effectiveness of garden culture dissemination, and to verify the practical application effect of content guideline.

In summary, this study not only reveals the main laws of landscape culture dissemination on the Bilibili platform but also provides important references for disseminating traditional culture in the digital age, which is of great significance for promoting the modern dissemination of excellent traditional Chinese culture.

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