

Short Videos Reshape News Communication: Mechanisms and Implications

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Abstract: *The rapid expansion of short video platforms, in both user base and application scenarios, has positioned short video as a pivotal medium in news communication. It has become not only a strategic tool for traditional media to establish presence in the new media landscape, but also a core component of their broader communication matrix. Against the backdrop of an increasingly integrated media environment—characterized by the convergence of traditional media with online platforms and mobile terminals—this study examines the developmental trajectory of short video communication. Taking the People’s Daily micro-video series China One Minute as a case study, this paper analyzes the transformative impact of short video on communication paradigms and the journalistic field, and further explores its prospective evolution.*

Keywords: Short video, Development, One minute in China, News and communication.

1. Short Video Overview

1.1 Origin and Development of Short Video

Short video (English: Short Video, abbreviation: VVC), also known as mobile phone Short Video, streaming media, etc. It is a new audio-visual program that takes mobile phone as the terminal, edits various forms of short video programs through simple post editing and processing, and provides services on the network. It is a new media between traditional TV and the network. Compared with traditional media, it is timely, entertaining and interactive, and can bring new visual experience and sensory enjoyment to the audience. It is short, compact and easy to operate, and is more suitable for watching fragmented time than long videos. Short video is the product of the Internet era, which has quickly become one of the most popular emerging media communication methods with its short, concise, diverse forms and rich content; Compared with traditional news media, it is more intuitive and easy to read, so it is favored by netizens. At present, short video applications have entered a stage of rapid development with huge development potential and become a new growth point of major mainstream APP application platforms. At present, short video content mainly includes news and information, life services and cultural entertainment. Among them, news and information short videos mainly include current political news, economic policies and international situations; Life services mainly include film and television entertainment, tourism, food and other aspects; Cultural entertainment type mainly includes music, art, games, etc.

1.2 Reasons for the Rise of Short Video

In the era of the popularity of smart phones and the Internet, the rise of social platforms such as WeChat, and the access of more and more mobile terminals and smart terminals, users are urged to complete information acquisition, consumption and sharing in fragmented time. When the main body of content production and communication changes from the professional field to the mass field, and when the user’s consumption experience changes to “look”, the short video platform will have a broader market space. At the same time, more new demands and new contents have been generated.

Short video platform provides users with more diverse and high-quality choices. On the one hand, users can use fragmented time to obtain content and information through short video APP; On the other hand, the short video application itself also provides a new “content distribution” mechanism, which can distribute high-quality content to more audiences. The short video platform is also strengthening cooperation with other Internet platforms to help users share short video achievements through traffic sharing, traffic exchange and other ways. Among the numerous participants, there are traditional media and traditional Internet giants; There are also emerging short video application providers; There are also some professional institutions and media institutions.

As the “light cavalry” of network communication, short video has great potential in information communication, entertainment, emotional counseling, and even becomes an important media of mainstream media in China. The rise of short video platform makes its content production simple and makes it easier for the public to access new things. In addition, the production and release of short videos on the platform has more cost advantages. It can better recommend some high-quality works to the public while quickly obtaining traffic. At the same time, the game between the decline of traditional long videos and new media products has lasted for a long time, and short videos can make up for this.

The combination of short video and social media is a new business model, which has had an impact on users and the market. Short videos can be spread, shared and interacted on social platforms, and can also be commercialized on commercial platforms. These are not available on the Internet platform. Short videos can provide users with a new and more participatory way of expression, which is very important for the younger generation; At the same time, businesses can also use short videos to show brand culture and product characteristics. These are great opportunities for traditional enterprises. At present, China is vigorously developing the Internet industry. Short video is undoubtedly one of the important channels for Internet enterprises to carry out product innovation, spread marketing and obtain traffic.

1.3 Impact of Short Video on Traditional Video

With the rapid development of short video, it is used more and more widely in people's daily life. Compared with traditional TV programs, short video, as a new media form, has the characteristics of fast transmission, wide coverage, wide audience, etc., which has a profound impact on traditional TV programs. In terms of content, at present, China is mainly composed of news and information variety shows and some classic programs of cultural and entertainment activities. In terms of audience, China has a large population, with 715 million TV and radio people. Therefore, to a certain extent, China's demand for television broadcasting is very large. However, due to the increasingly fierce competition in the traditional media industry and a series of factors such as online variety shows, traditional TV broadcasting has shown a slow development and even a shrinking trend. In this case, the traditional TV is gradually eliminated as a normal phenomenon. At the same time, short video is also gradually emerging. Due to its rapid development, rapid transmission and wide coverage, short video has to some extent replaced the traditional TV in our lives. From the current situation faced by traditional media in China, TV media, as one of the relatively important components of traditional media, needs to actively explore new ways of TV communication to adapt to the changes in audience demand in the future, starting from the needs of TV viewers in the new era.

2. Positioning Analysis of Official Media Short Videos

2.1 People's Daily "China One Minute" Microvideo

2.1.1 Introduction to "China One Minute" micro video

The People's Daily is the mainstream media of the central government. The "China One Minute" micro video launched by the People's Daily relies on the client of the People's Daily. Through the advantages of new media technology, it uses short video as the main communication carrier, news stories as the core, and short video as the presentation mode to deliver the report content to the audience intuitively and vividly; At the same time, the news information of traditional media, such as text, pictures and audio, has been re integrated and presented to the audience through the advantages of new media technology.

In the information age, all kinds of resources are complex, but the audience's attention is limited, which makes "micro video, micro publishing" an important way for traditional media to create and integrate media. Among them, short videos require short time, can carry a large amount of information, and the content theme is clear, which can not only arouse the audience's interest in watching, but also maintain the audience's watching stickiness. Take CCTV News, People's Daily, the Central Committee of the Communist Youth League, etc. for example, they are good at seizing the opportunity to actively create attractive short videos that meet real-time requirements at many important time nodes. For example, the "May 4th" special program "China Up" Youth Season launched by CCTV News!, Invite several aspiring speakers to share the "upward" stories, the harvest and the emotion, and show the Chinese power of being insidious and

vigorous; People's Daily has successfully created a value growth point for short video transmission by using "one minute video". On the occasion of celebrating the 40th anniversary of the reform and opening up, the People's Daily used the "one minute" series of short videos to show the reform achievements of all parts of the country, and used the characteristics of fast iteration of short video types to cause many official media to follow suit, which has formed a certain popularity on the network platform and even in the society; China One Minute series of micro videos is a huge special report on the 40th anniversary of reform and opening up. From a vertical perspective, the reform and opening up has lasted for 40 years. From a horizontal perspective, the report shows the audience a new era of vitality from daily life to governance. For this kind of subject matter, most of the time, the media reports serious issues in the form of grand narrative. China One Minute, on the other hand, adopts the recording method of "seeing the big from the small" to achieve the combination of macro and micro, integrate video content into daily life, and enhance the affinity of creative content. Each of the three chapters in the national image series starts from a small point and gradually deepens the conception. For example, in a rapidly changing world, it starts from all stages of human life, works hard, and then revives science and technology. On the whole, the three chapters of China One Minute correspond to China's experience of growing from weak to strong, constantly innovating and finally moving towards the world. It can be seen that "China One Minute" has truly achieved the unity of macro and micro, entered the masses, entered life, and realized the creation concept of taking the people as the center, which also makes the work more persuasive and infectious, and enhances the credibility.

2.1.2 Advantages and disadvantages of short video and traditional video

1) Advantages and disadvantages of short video platform

Tiktok short video is the form of new media in recent years. Tiktok platform has developed rapidly, and its advantage is that the audience is young. Ten seconds of short video can make people make full use of the fragmented time, effectively reduce the cost of expression, increase the interest of content, and also help to meet people's performance desire. At the same time, the short video platform is more timely, and sudden news reports can be broadcast in real time; Strong interaction, timely feedback of mass communication effect; But at the same time, short video users are relatively young, the production form and content of the program are mostly young and middle-aged, and the elderly audience is basically not covered. The credibility of the media needs to be improved, and the authority of news sources is often insufficient. Many We Media individuals are easy to attract traffic by cutting corners. It can be seen that new media is still in the growth stage, and the media, audience, information and other resources are scarce[1].

2) Advantages and disadvantages of traditional TV programs

Mainstream content. In the long historical process, TV, with its strong background and resources, has occupied a monopoly position in the production and dissemination of mainstream video content, and has formed a high authority

among the public. In the process of information collection, production, editing and broadcasting, there is strict review, inspection and monitoring. In terms of quality, TV still has considerable potential and achievements. However, the disadvantage is that the program is often limited by the broadcast time and can only be broadcast in the scheduled time. The amount of information is relatively small, the audience is relatively single, and the rich forms of expression are easy to be ignored. Comparatively speaking, the freedom and individuality of new media are more important, but the mainstream and authority are not enough. Only by constantly improving the mainstream and authority of TV content can we maintain the strength of TV content[2].

2.1.3 The relationship between short video and the construction of national image communication

The construction and dissemination of the national image in the short video market is a complex interactive process with multiple subjects and levels. Over the years, the national image has been mainly disseminated by the government, and the content disseminated has also been produced by professional institutions supported by the government. The emergence of various social platforms has provided a "popular" perspective for national promotional films. To make up for the fact that traditional news is easily limited by time and space, which enables people to share and interact with Internet devices anytime and anywhere, expands the voice of the masses, and improves citizens' sense of participation in social activities. At the same time, the arrival of short videos has reduced the conditions for cross-cultural communication, made everyone a sharer, and expanded the public space of international public opinion[3].

As a new way of communication, short video is the product of the development of network information technology. Nowadays, the communication channels of the media show obvious diversification, and the basic operation mode is full media and multimedia, which realizes the effective integration of media. On the basis of ensuring the daily needs of the masses, ensure that the masses can receive information more comprehensively, and ultimately achieve good communication results. For example, in the past, in the process of the spread of traditional Chinese culture, the direction of communication was often single and the purpose of communication was strong, so the audience gradually became smaller. The development of short video and social platforms has changed this traditional one-way communication mode. With the help of various interactive functions of the platform, people can observe the comments and forwarding of relevant laws and regulations on the social platform, and can also transmit their emotions or views by sending bullet screens. Generally speaking, the higher the comments and likes of short videos, the stronger the audience's participation and video influence. Take the short video blogger "September (Jiang Xunqian)" as an example. There are tens of millions of fans throughout the network, and hundreds of thousands or even millions of likes and comments on a single video. In the interactive comments, not only Chinese netizens, but also netizens from other countries actively participate in English, Russian, French and other languages. These interactions not only increased the sense of participation of overseas netizens, but also formed a new

interactive communication mode, further enhancing international friendship[4].

The five thousand year long inheritance of China has nurtured the splendid Chinese civilization, and has also produced many symbolic cultural symbols with representative significance. However, in the short video creation of traditional culture, cultural misunderstanding caused by cultural differences between China and the West should also be avoided. For example, the Great Wall is the crystallization of the wisdom and blood and sweat of the ancient working people of our country, with the meaning of "great". However, as the Great Wall is a military combination of people, walls and things, it has the function of resisting foreign invasion and transmitting information, but it may be regarded as a symbol of "blocking" in Western culture. China's traditional cultural system is huge and complex, and short videos can fragment the information to be transmitted. By taking advantage of its short utilization time and small scale, they seize the essence of excellent traditional culture, and simplify, condense and refine the most exciting and classic parts, so that overseas people can also feel the breadth and depth of Chinese culture.

In modern times, "Made in China" is often labeled as low-end, low-cost, imitative, uninspired and poor quality overseas. But in fact, China's modern science and technology development level is growing rapidly, and many fields have become the leaders in the industry. For example, China's high-speed railway, which represents China's speed, is among the world's leading in terms of operating efficiency, operation quality and safety. China's quantum communication technology, laser technology, supercomputer field, aerospace engineering and some other fields have even reached the first in the world, "Made in China" has gradually changed to "Smart Made in China". The quality of products exported from China is getting better and better, and the scientific and technological content is getting higher and higher. In the international environment of a community with a shared future for mankind, we urgently need to change our stereotype of the West by showing domestic high technology and high standard products. I make good use of short video platform to tell Chinese stories, spread Chinese voice and enhance the influence of Chinese civilization, so as to build a vibrant and innovative national image. In the process of communication, we should also pay attention to the wide range of content topics, and use the public perspective to show the rapid changes in China can better arouse the emotional resonance of the audience[5].

2.2 Challenges and Opportunities for Mainstream Media to Enter Short Video

2.2.1 Challenges

1) Safety bottom line of network communication

On the one hand, a large amount of short video content is mixed up, and some illegal and harmful content will also be mixed up quietly, which will have a negative impact on the physical and mental health of netizens and social ideology. Among short video users, there are countless "marketing accounts". They seek benefits by triggering online public opinion for the purpose of traffic or benefits. Many netizens

and even “big V” who own a large number of fans and traffic have low self identification ability and are blinded by false rumors, so they forward a large number of non mainstream social value content or false rumors that are likely to cause bad public opinion, and express their views on social events, It has attracted a large number of netizens to watch, comment and forward, and has a great traction on public opinion; On the other hand, short video creators’ pursuit of fame and wealth will also affect the quality and safety of short video content. In order to attract people’s attention and win traffic, many disguised “marketing accounts” are willing to break through laws and regulations and moral bottom line, playing “edge ball” on the network, waiting for the opportunity to launch soft porn and various negative content, poisoning people’s cyberspace. They often ignore social value and reasonable content control, and illegal acts emerge in endlessly. It brings severe challenges to industry managers. Therefore, the cross-border integration business of short video continues to emerge, posing challenges to the existing management mechanism of the platform, the resilience of China’s laws, and the management system of various regulatory authorities[6,7].

2) News information is partial, and fragmented time cannot be used efficiently

In the construction of short video of news media, the fragmentation of short video cannot be effectively solved. Generally, the best playing time of “short video” is usually controlled within three minutes, while it takes relatively long for some news events to be fully expressed, which leads to the phenomenon that the verbal news content expresses too much information. In particular, for some real-time short video news information that needs to be recorded on the spot, the news media are eager to disseminate the latest information, but lack of necessary explanations and explanations, which leads to the occurrence of partial generalizations and the inability to objectively grasp the true situation of news events, which violates the basic requirements of authenticity, comprehensiveness and objectivity of news reports.

3) Serious homogenization of creative forms and lack of innovation to attract audiences

The news short videos released by the official media mainly focus on current politics or social issues. Most of the content is mainly from the news reports that have been broadcast by the TV media, while some news media have simply “cut” the news reports from a long time to a short time, but there is nothing new in the creation of short videos, A large number of similar editing methods and content are likely to cause the audience to lose interest in sensory fatigue. Few news media will update or re process the content of short videos. Therefore, on various short video platforms, viewers often see short videos of the same news event. Although the titles may be different, the actual content is seriously homogeneous. In this case, most of the audience’s attention to news media short videos has decreased significantly.

4) Lack of professional and technical personnel, unable to meet the needs of competition

In the big environment of short video platforms, many

established platforms began to seek various media integration and industrial integration. In order to get a piece of this big “cake”, many media rushed to settle in unprepared. However, many media people have no choice but to enter the short video platform. Maybe they didn’t know about technical talents before they settled in. From the perspective of traditional business, news media have the experience advantage of equipment and personnel in video production, but short video production has its own characteristics. The thinking inertia of news media in video production does not fit perfectly with the short video platform. There are a lot of news short video resources in life, but the works that really attract the audience are often elaborately produced by professional technicians and closely follow current events. However, in the current domestic news media, many small and medium-sized news media technicians are “halfway home”, in the state of learning while doing, lacking the introduction and training of talents who are truly passionate and creative about short video creation, which obviously does not conform to the current competitive environment in the field of short video. If the transformation of traditional media is desperate and constrained by traffic, the content produced will be totally different from its own style and temperament.

2.2.2 Opportunities

1) A gathering place for young users, with strong user stickiness

In recent years, mobile social platforms have developed rapidly and diversified information sources. Young people are increasingly focusing on social media. Short videos have broadened news reporting channels and innovated news communication methods, which has led to a decline in the ratings of mainstream media for consecutive years. High quality content will become the core of short video competition. Take CCTV News as an example. In previous years, most of the audience were rural and retired people. The audience was narrow, and young people rarely stopped. As the primary TV channel in China, CCTV News has little influence on young people. Short video is essentially a content industry and a content driven industry. High quality and differentiated content is the key to the success of the platform. In the official Tiktok number of CCTV News, with its diversified creation, short video fragmentation and strong social attributes, it has attracted a large number of young people’s attention and become a new gathering place for young people[8,9].

2) Short video has become a new space for the development of radio and television industry.

The short video link line has multiple online and offline scenes. It has strong communication power, provides a large number of information sources, has strong commercial liquidity, changes the way of news narration, and is a new approach to media integration. It achieves flow fission through chain communication, and its communication effect will eventually promote the further development of short video. The technical innovation of the short video industry is expected to use increasingly mature AI technology to better solve the problem of personalized recommendation, connect massive intelligent devices through the “low latency” 5G

network technology, collect information based on intelligent algorithm technology and user interest, and subdivide the content more accurately while accurately pushing. The application scenarios of short video will be greatly enriched, and the industry will have more imagination. In the future, with the further promotion of consumption upgrading, chain communication will be carried out through likes, forwarding and other ways to further achieve the diffusion and fission of traffic. For example, the way of "short video+live broadcast" has greatly enhanced the real-time, interactive and participatory nature of short video. Through the live broadcast of the opening of various famous scenic spots in Sichuan, "Sichuan Watch" has exceeded 200 million visitors in just one week online, which has more commercial value in precision marketing.

3. Short Video on News Communication

3.1 Positive Impact

3.1.1 Promote news communication and enrich news genres

As a traditional media form, news plays an important role in news communication with its unique information transmission mode and powerful content output capability. However, with the continuous development of the times, users have more and more demands for news information content. At the same time, the short videos uploaded by users on the short video platform are also showing a more and more diversified trend. According to Nielsen data, short video is growing at an exponential rate. It is estimated that the number of users of short video platforms in China will reach 988 million in 2021. Behind this huge and rapidly growing data is the result of constant changes and progress in the field of news communication. From the beginning, there were only words, pictures and broadcasts, to today, there are various forms including short videos, and the content is more diversified.

3.1.2 Innovate expression methods and create personalized news

Because the traditional news content is limited by the communication environment, the publishing method is also limited, for example, it cannot be uploaded randomly like short videos. However, news itself is unique. Only by using new media platforms can information be effectively disseminated. Compared with other platforms, short videos are also more timely. Therefore, in terms of news topics, we should innovate and reform the way of news reporting of traditional media. By creating a personalized news form to attract the attention of the audience to achieve the purpose of information dissemination.

3.1.3 Innovate communication forms and help high-quality media

In the new media era, great changes have taken place in the way of information dissemination, content presentation and reception. Nowadays, traditional media mainly provide news videos to users through text, pictures, sounds and other forms of information dissemination, such as short video platforms such as "Headlines Today" and "Tiktok". In the new situation, with the mobile Internet era entering the post mobile Internet

era, traditional media need to make innovations and changes in the original way of information transmission, especially in its traditional form of news reporting. At present, many mainstream media have begun to use short video as a new form of news dissemination.

At present, China's short video platform has gradually become mature, and the level of short video creation and production has been greatly improved. According to the statistics of iResearch, from January 2020 to June 2021, the number of monthly active users of Tiktok APP has reached 538 million, accounting for 30% of the whole social platform [4]. Short video is a way of information production and communication with audio-visual experience as the core, with social, entertainment and fun as the main features. Among the current short video communication platforms, the most popular type is entertainment content, which is still constantly innovating and improving. So short video is also a good content production mode and information dissemination mode.

3.2 Negative Impact

First, the phenomenon of information overload, which is not conducive to the judgment of news authenticity. In some short videos, people can enjoy all kinds of short videos in just a few minutes, and they can watch and forward them by clicking the corresponding button. This simple and convenient way of information transmission will lead to many information in the news report can not be accepted by the public, and may even generate rumors. Second, short video, as a new media form, has posed a challenge to the traditional information dissemination mode, and the traditional news industry has made a deviation in constantly adapting to this short video mode. The third is to make news communication lose its authenticity. There are a lot of "clips" and "production" short videos in short videos. Although these contents look wonderful and attractive, they are presented in a single way and too fast to review the authenticity of news facts, which makes the original credible or important information become fragmented, entertaining or even spoofed. The fourth is to make the media literacy missing. In the network environment, people are more likely to accept the fragmented information and entertainment oriented view. Therefore, some media produce various "clips" of information to attract audiences in order to attract audiences, which makes some media practitioners fail to correctly understand the laws of mass communication and the characteristics of news production. In these "editing" information, we can easily see many content that does not meet the basic requirements of news communication, such as some cases of disrespect for facts or one-sided entertainment production or even shooting and production by means of banter, spoof, etc., which makes some reports that should be taken seriously be presented to the audience as a relaxed, fun and relaxing way.

3.3 Strategy of Short Video Application in the Field of News Communication

The short video platform should strictly control the short

video in its own development to create a clean and healthy content ecology. As a new form of entertainment, the application of short video has become one of the most concerned, frequently used, most influential and most popular applications. However, in the process of development, we should strictly check and supervise the content production, avoid vulgarity and guide its healthy development. At the same time, we should provide journalists with sufficient security conditions and give them more opportunities and space to show themselves. Attention should be paid to the content selection of news information. Short video has gradually occupied the mainstream position in terms of user access to content. In the era of traditional media, users obtain news information through newspapers, television and other media. In the era of short video, users have more diversified channels to obtain news information. They can search for news information through the Internet, mobile terminals and other mobile terminals. Compared with the era of short video, traditional media has the characteristics of large amount of information and fast transmission speed, which requires media to choose appropriate information transmission channels and methods according to their own characteristics. For short videos, news media should also change their concepts and choose appropriate reporting methods and content according to their own characteristics.

4. Conclusion

If the production link of short video news determines the quality of news, then the operation link determines the flow of news. In this competition, content has become a means to obtain traffic instead of content itself. Mainstream media need to fully understand the importance of users and pay attention to the improvement of user experience during operation. For ordinary users, the lower threshold for content creation means that interesting content is more attractive than useful content. From the perspective of practical operation, the key is to focus on the refined operation of short video news. On the one hand, operators should have professional new media operation quality. First of all, we need to accurately grasp the underlying logic of the operation, deeply analyze the content positioning, audience portrait, and the overall ecological trend of the platform of short video news, and purposefully match user preferences with the style and keynote of the video; Secondly, it is necessary to monitor the operation data in real time, optimize and adjust the operation strategy in time, and provide effective guidance and feedback for the subsequent production of short video news. Integrate traditional media and emerging media, realize the sharing and co construction of information content, technical means and talent team in the integration process, form an integrated communication system and management mechanism that conforms to the communication law and operates efficiently, make traditional media and emerging media complementary, parallel and equal, and closely coordinate, and strive to achieve the best effect of media integration and development [10].

Statement of Informed Consent

Written informed consent of all authors has been obtained,

and their information will be published in this article. Or has obtained informed consent from legally authorized institutions and websites, allowing the use of literature references.

Data Availability Statement

The data set generated and/or analyzed during this study can be found on CNKI (<https://cnki.net>), Wanfang Data Knowledge Service Platform (<https://www.wanfangdata.com.cn>), and Vip.com (<http://www.cqvip.com>)

Moral Declaration

Interest competition: All the authors of this article declare that they have no competing interests.

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