

# Research on the Trend of Convergence Media Short Video Communication in the Context of New Media

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**Abstract:** In the context of information globalization, the rapid development of information technology has brought about emerging ways and means of communication. With the gradual expansion of new media platforms and the diversification of content production, convergence Media is also constantly deepening in this situation. Various media penetrate into each other, and at the same time, products also integrate with each other. The era of convergence Media is constantly developing in a broader and deeper direction. In the context of convergence Media, a large number of short videos have emerged, which can not only accelerate the speed of information dissemination, but also help transform information dissemination methods and meet people's fragmented information acquisition needs. As a new form of information dissemination, short video has provided an innovative driving force for the transformation of Old media. With the rapid development of short videos, convergence Media has gradually become the main way for the public to access data information, and the number of users of short videos has also shown a continuous increase. Compared with Old media, short videos are more easily accepted by the masses and have more obvious advantages when facing the masses. This article provides an in-depth analysis of the types and future development trends of short videos based on convergence Media.

## 1. Introduction

The rapid development of current society has led to the deepening of media integration, and people's attention to it has also increased. The increasing popularity of internet technology and smartphones, as well as the rise of various mobile short video platforms, have changed the way people access information[1]. With the continuous improvement of technology, everyone can be a disseminator of information. After mastering short video production technology, different types of short videos can be created according to different information dissemination needs, accelerating the speed of information dissemination[2].

With the development of the internet and new media, Chinese short videos continue to grow and occupy an important position in the market. The popularity of the fourth generation mobile communication technology (4G) has led to the rapid development of smart phones, laptops, tablets and other new mobile media, and also accelerated the organic integration between Old media such as newspapers, radio, television stations and new Internet media[3]. A fusion concept of integrating resources, content, promotion, and interests has been formed - convergence Media. In the context of media integration, various media have gradually broken down barriers, integrated with each other, and become more closely linked, which further promotes the renewal and transformation of Old media[4]. The endless emergence of new media platforms and new media communication forms has gradually blurred the sense of boundary between media communication means. New and old media have entered the development stage of mutual integration. We should continue to promote the integration speed between Old media and new media, find the perfect integration point between them, and promote each other and make common progress through complementary advantages. Based on the spread and development of short videos related to life and entertainment, the short video dissemination of works is increasingly favored and presents unique advantages. Through the method of complementary advantages, Rong Media gives full play to the respective advantages of Old media and new media, and accelerates the process of media integration. Short video has become a new form of Internet content communication integrating text, pictures, audio and video,

which has greatly changed the living habits and social networking methods of the public. At the same time, it has had a certain impact on Old media and also brought new development opportunities. Old media should grasp the development opportunity brought by financial media, create innovative mobile short video communication scheme as soon as possible, and enhance their core competitiveness[5].

The strong development of the Internet and new media has constantly impacted and squeezed the Lebensraum of Old media. The traditional reporting format that originally focused on the depth, authenticity, and speed of content can no longer meet people's information acquisition needs. Short videos have the characteristic of high efficiency in expression, and can express deeper meanings in a convenient and efficient way, bringing profound changes to users' entertainment, work, life, and other aspects[6].

## 2. Advantages and Disadvantages of Short Video Dissemination

### 2.1 Advantages

Short videos, as the name suggests, “short” is the most direct manifestation of their characteristics. Generally, the duration of a work is between 15 seconds and 3 minutes, which also prompts the author to present their views in a short period of time for dissemination. With the emergence of short video APPs such as Tiktok and Kwai, video content has a variety of forms of expression, with significant interesting and creative characteristics. This fragmented information dissemination mode also more meets the reading habits and aesthetic needs of modern society. In this era of information explosion, it is difficult for people to filter out the information they need in a short time, and short videos can effectively help people filter out essence information by virtue of their short and refined characteristics[7].

A large amount of information fills every aspect of people's lives, and at the same time, attracting users' attention has become the main focus of various media. Short videos, due to their characteristics, constantly cater to users' reading habits, while improving content diversity, also paying attention to user concentration, in order to meet the actual needs of different users. Compared to television media, short videos have distinct personal characteristics, emotional characteristics, and link attributes. Regardless of who they are, they may find their own fans in the blue ocean of short video creation due to their unique skills. Take Tiktok short videos as an example. Tiktok has a wide audience, not only young users, but also middle-aged and elderly users. According to the survey, from 2019 to 2022, the proportion of middle-aged and elderly users over 35 years old in the total users of Tiktok will increase from 5.4% to 33.1%, as shown in Table 1.

Table 1 Tiktok User Attributes

User age	2019 (proportion/%)	2022 (proportion/%)
Under 24 years old	71.8	50.2
25-30 years old	16.2	9.5
31-35 years old	6.6	7.2
Over 36 years old	5.4	33.1

### 2.2 Disadvantages

Due to the limitation of short video duration, it may lack some necessary narrative framework and rigorous story logic in terms of content, including elements such as transition shots and script design [8]. Due to the short duration of the video, short video creators often only focus on how to present the essence of the video to people, ignoring the logical relevance of the video content information, so there are a large number of videos that are separated and spread separately. Among the current short video platforms, the main group is young users, who also show a supportive attitude towards the media. However, there are still some problems, especially insufficient supervision and management of short video platforms.

With the popularity of mobile short videos, various types of short video platforms have emerged one after another, leading to more and more ways for people to obtain information in the form of

short videos. This has led to the phenomenon of low user stickiness. Due to the uneven cultural level and ideological awareness of production personnel, as well as the different purposes of video production, there are significant differences in video quality in short video platforms. In addition, there are also serious plagiarism issues, often resulting in a phenomenon where other video authors blindly follow after a video work has gained a lot of popularity. Many original mobile short videos lack precision and expressiveness in their presentation, and the entire video content is relatively flat, lacking visual aesthetics and dynamism. Currently, some mobile short video platforms have attracted many users to browse and watch, but most of the video content cannot attract users for a long time, even for high-quality works. The reason for this situation is the lack of social interactivity[9].

### 3. Short Video Development Trend

#### 3.1 Strengthen Content Control

Old media pays special attention to the accuracy of the content in the dissemination of content, and the broadcast of each message needs to be checked by the gatekeeper at all levels, with high accuracy[10]. With the rapid development of the short video industry, more and more creators are entering, especially due to the relatively low entry threshold, which leads to uneven content quality on short video platforms and affects the sustainable development of short videos. To ensure the long-term development of short video platforms and establish a good new short video dissemination ecosystem, it is necessary to strengthen the supervision of the platform, ensure the quality of short videos, and strengthen the supervision of platform content, in order to gain more attention and create broader space for the development of short videos.

At present, the development of the short video industry is still in full swing, and online short videos have remained popular for a long time. The development of internet technology has created strength for the formation of a stable business format for short videos. Social network platforms have gained more users by optimizing their social environment. The growth rate of the short video market in the future is slowing down, but the overall scale continues to grow. Figure 1 shows the short video industry chain. In promoting the development of the short video industry, the regulatory authorities must strengthen the control of the dissemination of content, learn from the review experience of Old media, ensure that the short video content pushed is true and accurate, and at the same time, the relevant departments should strengthen supervision to avoid the spread of false content.

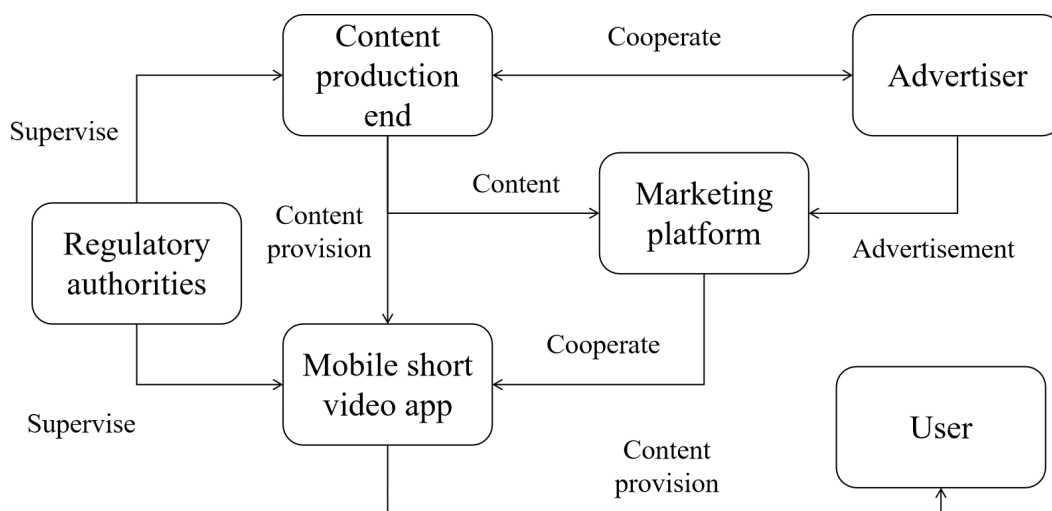


Fig.1 Short Video Industry Chain

#### 3.2 Emphasis on Innovation

The development of short videos has enhanced the enthusiasm of many users, who will continuously participate in the production process of short videos, provide materials according to

media requirements, and actively seek various materials to enrich the content of videos. For mobile short video communication, in order to promote the development of this emerging industry, it is necessary to focus on content. Only by starting from the essence and effectively improving the quality of short video content can we better meet the needs of the vast audience. From the perspective of individual creators, in order for video production to meet the needs of more diverse audiences, different content can be set based on personal positioning, and each content must match the shooting and production specifications. Creators should start with expression models, focus on content quality, and use diverse video platforms for dissemination, in order to continuously expand the scope and influence of video dissemination. At the same time, short video apps can adopt policies such as financial incentives to support original users in terms of funding, and establish a traffic sharing mechanism based on data such as user clicks, likes, and reposts of original videos. Original users who earn income in this way will be greatly encouraged, and their loyalty will also be higher, thus working harder to create more excellent original videos.

The rise and development of short videos have given Old media more space and ways to transform. Short videos not only have a certain impact on the development of Chinese media, but some mainstream foreign media have also launched relevant video news services, paying more attention to the advantages of short videos in the context of convergence Media, and actively promoting their development in all aspects. The Old media communication client lacks effective communication channels, so it needs to borrow ships to go to sea and open up new avenues. It is necessary to make full use of the social attributes of short video transmission on Personal media mobile terminals to improve the convenience and universality of video content acquisition. In order to further develop the mobile short video communication industry, it is necessary to focus on the development and exploration of mobile short video platform functions, providing people with a richer information interaction experience, in order to better improve user stickiness and promote the development of the industry.

#### **4. Conclusions**

In the current era of rapid social development, the development prospects of the mobile short video industry are still very broad, and the dissemination of mobile short videos will also face various challenges. To achieve its long-term development, it is necessary to base oneself on the current situation and fully seize the opportunities. The development of China's short video shows a prosperous scene, constantly promoting the transformation and upgrading of China's Old media, and also constantly complying with the main trend of the development of the current era. The dissemination and development of short videos must start from their own perspective, conduct in-depth checks on the quality of communication content, and leverage the advantages of various communication channels and forms to summarize the development advantages of the short video industry. In the era of financial media, in order to improve its market competitiveness, Old media needs to follow the development trend of the Internet and strengthen its connection with new media. Numerous media researchers need to constantly innovate themselves to make the dissemination of information more in line with the needs of the public. At the same time, it is necessary to have a deep understanding and proficient mastery of short video production technology, obtain the highest quality information resources, standardize the production and dissemination of short video information, and enable better development of short videos. In the long run, short videos have broad development prospects and strong communication power. Although there are still many problems, as long as there are timely innovations in concepts, thinking, and techniques, they can go further in terms of content and form, and ultimately open up new horizons for the development of short videos.

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