

# *Brief Analysis on the Development Status and Function of Modern New Media Short Video*

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**Abstract:** In recent years, with the rapid development of the Internet and the popularization of intelligent terminal devices, short video, as a new form of media and the power of dissemination, is rapidly emerging. Not only do some individual media accounts use the platform of short video to spread themselves and realize commercial realization, but mainstream media such as People's Daily and news network have also started to expand their influence with the power of short video. As a new form of communication power, in 2019, short video has exerted a profound influence on the ecology of public opinion and media pattern, and also inspired the development and reform of traditional media and audiovisual industry, and will continue to influence the development of contemporary media.

## 1. Introduction

In the fast-paced life of modern cities, people spend more and more time “fragmenting”. Short videos appear in time to fill people's “life gap”. Short video as the carrier of information transmission is increasingly accepted and loved by more and more people and has penetrated into the daily life of most people in today's society. Nowadays, with the continuous strengthening of the government's governance of public communication media, the creation and dissemination of short videos have also stepped into the track of standardized development, and are striving for higher quality, wider dissemination and more complete audiences.

Driven by policy, industry and technology, short video is about to usher in comprehensive development opportunities and show three development trends:

- 1) Continuous Prosperity of Creation and Production, and Further Significant Social Benefits.
- 2) With the Increasingly Mature Industrial Model, Economic Value Will Be Further Released.
- 3) Continued Institutional Development and Improved Development Environment.

## 2. A Brief Analysis of Domestic Short Video Development Environment

In recent years, with the rapid development of network technology and the wide application of big data in the information age, along with the prosperity of science and technology, people are gradually accelerating the speed of information receiving and broadening the ways of information receiving. Short video, because of its short and concise, diverse forms, rapid transmission and other characteristics, a good fit with the current people's habit of receiving and transmitting information,

quickly infiltrated into people's lives.

Not only that, in recent years, mainstream media have also entered the short video platform. For example, CCTV news, Xinhua News Agency, People's Daily and other mainstream media have successively established official accounts of "Douyin" app to expand their influence with the power of new media in the new form. In particular, the government establishes its own official accounts such as Weibo and "Douyin" app to realize the openness of government affairs through network channels, which indirectly enhances the credibility of the government among the masses and it has strengthened the centripetal force and cohesion of the people and formed a benign atmosphere.

### 3. Multi-Angle Analysis of Short Video

#### (1) Analysis from the perspective of life and entertainment

In the first half of 2018, short videos about life were the main types of popular videos, mainly produced by "we media". For example, the short video about beauty makeup tips was released on the account "flamingo notes", each period lasting from 1 to 5 minutes. The single episode of "teaching several hairstyles suitable for wearing a scarf" was played 83.3 million times. In recent years, the scale and influence of network audio-visual programs have also expanded rapidly. Since 2012, network drama, network film, network variety show, network documentary, micro film, short video and other programs have developed vigorously. At present, the number of users of online audio-visual programs has reached 600 million. "Douyin" app short video platform and "Kuaishou" app short video platform have also attracted a large number of users and the number of playback is also over 100 million. It is not difficult to see from the data that short video provides a window for people's spiritual entertainment.

#### (2) Analysis from the Angle of political propaganda

In the first half of 2018, People's Daily, Xinhua News Agency and China central radio and television station all made efforts in the short video section. In the first half of 2018, a total of 18 original short videos entered the TOP100 of nine major platforms, an increase of seven from the second half of 2017 and an increase of 660 million views. CCTV has launched a large number of high-quality videos with high broadcast volume, such as "beginner's mind", "the road of public servants" and so on. Compared with the previous single form of communication, short video has the unique ability of empathy, "affinity" Angle, can "soft landing" hard news. In addition, young people account for a large proportion of today's short video users, so more contemporary young people can also receive the current political information faster, more and better, and understand the state affairs, so to some extent, the contemporary young people.

#### (3) Analysis from the Angle of transmission of excellent traditional culture

Since the 19th national congress of the communist party of China (CPC), General Secretary XiJinping has repeatedly called for creative and innovative development of fine traditional culture. In the short video content creation, to achieve the inheritance of excellent traditional culture. With the rapid development of short video industry and the continuous attention of the country to the excellent traditional culture, the content and form of short video of excellent traditional culture have developed rapidly. In 2018, the platform launched a series of short video activities related to the fine traditional culture of the Chinese nation, such as "who said traditional culture does not "Douyin" app". This series of activities are conducive to the promotion and promotion of excellent traditional culture in order to better meet the interest of young audiences in excellent traditional culture, but also opens a new way to inherit and promote the excellent traditional culture of the Chinese nation in the new era.

#### (4) Analysis from the perspective of public welfare communication

In recent years, the status of short videos for public service advertisements has been constantly

rising, and they play an increasingly important role in closely cooperating with the major strategic plans of the party and the country and in promoting major themes. According to incomplete statistics, from January to November 2018, a total of nearly 200,000 short videos and micro films of public service advertisements were produced in China, with a total broadcasting time of over 33 million minutes. From this huge data, it can be seen that the development of short videos of public service advertisements has entered a new stage of quality improvement, efficiency enhancement, transformation and upgrading.

Since 2018, emerge a batch of the study and implementation Xij Jinping new era the ideas of socialism with Chinese characteristics, to realize the party's spirit of 19 major and "two" one hundred goals and the great rejuvenation of the Chinese nation the Chinese dream, time model to focus on the theme and the main line of public service ads such short video. The author once took part in the shooting of Mr. Zhang liming, who was awarded the title of "model of The Times". In the whole process of shooting, the author learned the hard work of Mr. Zhang and to overcome the difficult spirit and will infection. Thanks to the development of modern short video, more people can also feel the power of example through the screen.

#### 4. Short Video Industry Shortage and Remedial Measures

"Network is a double-edged sword", we should never ignore, vulgar, pornographic, violence and other unhealthy content also secretly "gaming" on the Internet. In response to this phenomenon, Firstly, the state has promulgated relevant policies and regulations, requiring major video platforms to strictly review the content uploaded by videos, so as to limit the flow of vulgar content into the public eye from the source. Secondly, operators of large video platforms such as "Douyin" app or other software should take the initiative to assume social responsibility, encourage positive and healthy content, and strive to maintain a clean, positive, harmonious environment of short videos. Finally, as viewers of short videos, they should set up correct values, have the ability to distinguish right from wrong, consciously resist bad content, refuse to spread bad content, and maintain a good communication atmosphere.

#### 5. Conclusion

To sum up, short video, a new medium, has brought obvious benefits to the society. Its advantages outweigh its disadvantages, and it has great potential. It has a broad prospect and great potential for development. While bringing happiness, knowledge and more advanced information to the people, as long as we grasp the general direction of development, build a reasonable and positive media communication framework for the people, its development will be unlimited.

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