

Innovation and Development of Short Video News in the Context of New Media

Yuxuan Deng

School of Journalism and Communication, Pingdingshan University, Pingdingshan, Henan, 467000, China

Keywords: New media; short video news; innovation; development; communication effect

Abstract: In the new media era, the pattern of information communication has undergone tremendous changes. With its own advantages, short video news has risen rapidly and become a pivotal force in the field of journalism and communication. It is undeniable that short video news has achieved various innovations in content, form and technology, but its development is inevitably accompanied by a series of problems. Therefore, this paper systematically and hierarchically puts forward solutions to the relevant problems.

1. Background of the New Media Era and the Status of Short Video News

1.1 New Media Changes the Pattern of Information Communication

With the basic characteristics of digitization, networking and intelligence, new media has completely changed the traditional pattern of information communication. The current communication mode has evolved from the traditional broadcasting mode dominated by newspapers, television and radio to a mode that stores and transmits information in the form of binary code through digital technology, thus realizing efficient and accurate data processing and distribution naturally.[2] More importantly, the networking characteristic has eliminated the temporal and spatial restrictions of traditional media. As a result, events happening on the other side of the globe can spread all over the world within a few minutes, truly realizing instant, round-the-clock and global communication. Correspondingly, new media adopts intelligent algorithms for personalized information recommendation, which can accurately meet the specific needs of users. It has changed the way audiences passively receive information, forming a new communication mode of “information looking for users”, and naturally cultivating users’ habit of actively selecting information. Therefore, with the transformation of communication mode from “one-to-many” to “many-to-many”, information communication has entered a brand-new era.

1.2 The Important Status of Short Video News

With the characteristics of intuitiveness, convenience and strong interactivity, short video news has become the core way for the public to obtain news information in the new media era, and can be appropriately regarded as the core hub. [1]Different from the single traditional news form, short video news presents complex information in a visual way, and makes news content more acceptable

to the public in a concise and vivid form. This is more in line with human's instinctive information receiving way, so the public's acceptance is greatly improved. What's more, the interactivity of short video news has been greatly enhanced. Users can actively and directly participate in the process of news communication through likes, comments, sharing, bullet screens and other ways, realizing instant interaction and data-based behavior, thus forming a new social communication mode. Strongly supporting this trend, the daily active users of short video platforms have exceeded hundreds of millions, and the average daily usage time is more than 2 hours, covering almost all users' fragmented and non-fragmented time. Therefore, it can be clearly stated that short video news has become the culmination of communication in the new media era, and also the most fully and successfully integrated product of technology, humanity and commerce.

2. Development Course of Short Video News

From the investigation of the development history of short video news, we can naturally and properly see its evolution track from "attachment" to "dominance", from "extensive" to "refined", and from "channel" to "ecology".

The first stage: germination and attachment.

The germination of short video news can be naturally placed in the period of the initial popularization of mobile Internet technology, that is, the superposition of social factors such as the rapid promotion of 4G networks, the improvement of smart device performance, and the decline of network costs.[3] Users have generally been accustomed to obtaining information through mobile terminals, so traditional media began to present news content in a short and pithy form. However, it is undeniable that professional news institutions had not officially regarded this form as an independent news form at that time. More importantly, early social media platforms such as Weibo and WeChat Official Accounts had provided necessary technical support and communication fields for the birth of short video news. Therefore, in this stage, the form of short video news was relatively simple, mainly consisting of documentary shots with captions or voice-overs, and mostly used as a means of preview and traffic guidance. It should also be noted that due to the immature technical means at that time, the quality of short videos was generally low, and there were no professional norms for content production, so their communication effect was very limited. In essence, they were still acting as carriers of traditional media content.

The second stage: explosive growth and rapid development of in-depth integration and professionalization.

With the commercialization of 5G technology and the rapid development of short video platforms (Douyin, Kuaishou, etc.), the ecology of short video news has undergone obvious and profound changes.[2] Major short video platforms have risen rapidly and become important carriers of news communication, while traditional media have also actively and plannedly entered the short video market. [1]The "Central Kitchen" of People's Daily and "Voice of China" of Xinhua News Agency have set up professional short video news production teams, so short video news has been fully popularized. What's more, short video news has evolved from the original horizontal video editing to vertical video recording, and has successively adopted various forms such as "flash news mode", "visual interpretation" and "personalized broadcasting", giving full play to the advantages of intuitiveness, convenience and interactivity of short video news, thus naturally and properly attracting a large number of young audiences, and achieving great expansion in user scale and news communication coverage. Correspondingly, technological progress has enriched the content of short video news. Technologies such as AI editing, data visualization and virtual studio have been maturely applied in content production, greatly enhancing the visual expression of content and better meeting the diverse information needs of audiences. Therefore, the development trend of this

stage can be clearly and strongly summarized: short video news has become the most typical, active and irreplaceable form of news communication in the new media era.

The third stage: rational development and standardized governance.

Short video news has become a mainstream way to obtain news, and its overall development has entered a plateau period. Therefore, its development direction has clearly turned to social responsibility, content quality, ecological health and other factors. More importantly, after explosive growth, users have become aesthetically tired of purely “fast” and “fragmented” information, and began to actively seek in-depth and professional content. Therefore, major media have launched series reports, special reports and other forms.[4] Live news broadcasts such as press conferences, major event scenes and expert connections have become important content carriers, and can realize real-time interaction. Correspondingly, major media organizations have systematically arranged on Douyin, Kuaishou, WeChat and other platforms, and carried out differentiated content operation according to local conditions and platform conditions. Their business models have also developed to a mature stage. In addition to platform subsidies and advertising, knowledge payment, content e-commerce and other models have taken root and achieved fruitful results on various platforms. What’s rare is that while pursuing traffic, platforms and regulatory authorities have not forgotten to guard against rumors and false news. Therefore, they have actively taken specific measures such as emphasizing the management of “self-media” and requiring standard information sources, truly bringing the development of short video news back to a rational and standardized track.

3. Innovative Performance of Short Video News

The innovation of short video is essentially a clear and powerful transformation of thinking mode, that is, from the previous “what the media wants to say” to “what users want to watch, how to watch and how to participate”. Therefore, short video is no longer an accessory to traditional news, but an independent, vivid and attractive new news product form, and is actively and systematically changing the way the public obtains information and understands the world.

3.1 Content Innovation

3.1.1 Expansion of Themes

In the new media era, short video news has broken through the limitations of traditional news themes and actively and systematically expanded into more fields, thus naturally and properly responding to people’s diverse content needs.[2] Traditional news is used to reporting major political and economic events, but grand narratives are difficult to fully unfold in short videos. Therefore, short video news has turned its perspective to social hotspots, daily trivial matters, cultural entertainment and other fields, taking specific people, families and events as the entry point to reflect and interpret major themes. The most typical example is the interpretation of the “rural revitalization” policy by short video news: instead of abstract data, it follows the daily life of young people returning home to start businesses, shows their opportunities, difficulties and choices, and presents the policy connotation with delicate scenes of daily life. Therefore, audiences can resonate in familiar life situations, making news more warm and vivid, and naturally greatly enhancing the communication effect. What’s more, short video news has consciously and fully combined with social hot topics to launch new forms such as “news + service”. That is, after reporting a livelihood policy news, it immediately launches a service-oriented short video of “how to operate”, teaching users to complete specific operations with mobile phones step by step. By timely seizing the focus issues concerned by the public, the content provided is not only highly timely, but also highly in

line with the actual needs of the public, so the synchronicity and interactivity of news can be truly reflected. In short, the expansion of various themes not only enriches the expression forms of news, but also makes news content truly close to the actual needs of the people. The two complement each other, and the social influence of news naturally rises.

3.1.2 Transformation of Narrative Mode

Short video news has made a clear and appropriate transformation from the traditional linear narrative of “5W1H” to diversified narrative, thus greatly enhancing the attractiveness and immersion of news.[3] Traditional news generally adopts a single linear narrative mode, unfolding event narration layer by layer in chronological order. In contrast, short video news places the most conflicting, dramatic and counterintuitive moments in news at the forefront, and cooperates with the techniques of “golden three seconds” and suspense pre-positioning to naturally and powerfully seize users’ attention. For example, an opening like “Do you know? The turning point of this international negotiation actually came from a cup of coffee.” is accompanied by the picture of the negotiator slamming the cup, and then traces back the previous reasons. This suspenseful narrative mode not only truly and solidly restores the context of news occurrence, but also makes audiences feel immersive. Therefore, the cause and effect of the event are extremely clear and specific, and easier to be accepted and remembered by audiences. What’s more, the novel narrative mode does not weaken the news itself, but greatly enhances the expressiveness of news, and the information obtained by audiences is also richer and more three-dimensional.

3.2 Innovation in Form and Expression Techniques

3.2.1 Visual Innovation Brought by Technology Empowerment

With the development of the times and technology, short video news has shown an excellent diversified trend in shooting techniques and expression methods. The progress of technology itself has directly promoted the popularization of new shooting techniques such as drone aerial photography, sports camera, mobile follow-up shooting, and even satellite aerial photography. [5]Drone aerial photography provides a macro overlook of the news scene from high altitude, so it is suitable for presenting panoramic pictures. Sports cameras and mobile follow-up shooting create an immersive feeling for the audience through clever and hierarchical camera movement, thus greatly strengthening the sense of reality and presence of news. The pictures taken from satellite aerial photography perspective are even more shocking. What’s more, AI technology has been deeply involved in short video news production. AI anchors, AI voice synthesis and subtitle generation, AI intelligent editing and other tools have made great progress. AR/VR and virtual studios present complex data, geographical environments and historical events vividly and intuitively in the form of 3D animation and virtual scenes. Audiences can naturally and fully obtain the information they care about with the help of such high-tech means. Most importantly, the rational application of various shooting techniques enables short video news to transmit more information within a limited time, thus truly improving the efficiency of news communication.

3.2.2 Skill Innovation of Multimodal Information Fusion

Short video news naturally and properly integrates multimodal information factors in the overall editing skills, so the content is compact and hierarchical, vivid but not impetuous. Therefore, short video news reasonably adopts modern editing methods such as fast-paced editing and special effect transitions to transmit a large amount of information in a very short time, thus seizing users’ fragmented attention. What’s more, short video news skillfully uses background music, sound

effects, live original sound and other elements, and greatly strengthens the emotional expression of news through the combination of sound and picture: fast-cut shots with appropriate music beat transitions, the sense of tension and presence progresses layer by layer, and the audience naturally concentrates when watching. Therefore, its model innovation not only makes news content more vivid and interesting, but also makes the audience's news consumption process more efficient and pleasant, truly reflecting the unique advantages of short video news in form.

3.3 Innovation of Communication Channels

3.3.1 Integration of Social Media Communication Channels

Traditional media mainly rely on their own channels, namely TV stations, newspapers and official websites, to disseminate content. In contrast, short video news has an obvious and mature multi-level and three-dimensional channel matrix. [4]Therefore, at this stage, almost all mainstream news clients, such as Xinhua News Agency, People's Daily, CCTV News, etc., take short videos as the core product form of their own channels, and actively arrange on major platforms such as Douyin, Kuaishou and Weibo. This is a typical change of channel thinking: news institutions no longer wait for users to come, but take the initiative to enter users' life fields.

Because short video news makes good use of the sharing, commenting and other functions of social media platforms, it can achieve viral communication. Therefore, its communication path has naturally changed from the original "one-to-many" broadcasting form of the media to the "many-to-many" network fission participated by users, thus producing secondary, tertiary and even more communication effects, and greatly improving the breadth and strength of news communication.

In addition, because the algorithm recommendation mechanism of social media platforms is designed reasonably, it can extract information from users' interests, behaviors and other data, and push relevant short video news to target users in a timely and sufficient manner, thus not only improving the efficiency of news communication, but also naturally expanding the scope of news communication. What's more, this user interaction-based communication mode strengthens the social attribute of news.

3.3.2 Cross-platform Linkage and Scenario-based Penetration

Short video news rarely exists in isolation, and generally acts as the starting point or hub of communication on other platforms. Therefore, a chain communication path is common: after watching short videos on Douyin, go to news apps for details, and then transfer to Weibo for comment and sharing. What's more, the combination forms of short video news and various platforms are very rich. Functions such as likes, comments and bullet screens allow users to express their opinions directly below the video, thus naturally and properly forming an opinion field, and greatly enhancing user stickiness and communication willingness. [5]Therefore, the consumption threshold of short video news has been reduced to a very low level. Obtaining news information is no longer a serious thing for users, but like air and water, it has already permeated every corner of life. News consumption may happen at any time, anywhere: on the way to work, in the queue, before going to bed, airports, restaurants, cafes and all other fragmented time and scenes have become possible fields for news consumption. More importantly, short video news itself can become a kind of social interaction: from instant sharing, to topic initiation, and then to circle identity, the act of sharing news itself is an excellent way for users to meet social needs and shape self-image. Therefore, the penetration of short video news into scenes makes the channels for users to obtain news truly ubiquitous, and news becomes "available at hand". This is the extreme occupation of users' fragmented time that traditional news can never achieve.

4. Challenges Faced by the Development of Short Video News

With the pervasive penetration of short video news, it has exerted a huge influence, but also put forward higher requirements for the authenticity, objectivity and depth of its content. Without effective monitoring, a series of problems will arise accordingly.

4.1 Damage to Content Quality and Authenticity

The production threshold of short video news is very low, so a large number of people without professional training background have poured into this field, which directly leads to uneven content quality. Means such as fraud, out-of-context editing, splicing and AI face-changing make fraud extremely easy and highly concealed.[2] Therefore, the speed of verification and rumor-refutation simply cannot keep up with the spread speed of false information, so the authenticity and accuracy of news information are greatly damaged, and also bring a substantial blow to the credibility and authority of the news industry. More importantly, due to the limited duration of short video news, it is extremely difficult to make complete, hierarchical and logical reports on complex news events, so it is naturally lack of news depth, and the public thus tends to form shallow cognition. Platform algorithms are used to pushing content that users are interested in, so the phenomenon of “information cocoons” is easy to form. Users are difficult to access diverse viewpoints, and thus difficult to form a comprehensive and objective understanding of society. This situation will inevitably intensify the opposition of social group concepts and weaken the foundation of public discussion. Therefore, how to ensure content quality and defend news authenticity while improving communication efficiency has become the most critical and urgent issue in the development of short video news.

4.2 Formation of Emotional Communication and Cyber Violence

When short video news spreads on various platforms, the fundamental indicator of algorithm recommendation on each platform is user participation. [5]Therefore, platforms naturally prefer content that can arouse strong emotional reactions rather than high-quality and objective content, thus inevitably giving birth to “clickbait” and emotional news. Such news is very easy to incite public sentiment. Especially for topics related to social injustice and moral controversy, emotional comments and taking sides can easily evolve into cyber violence, causing direct and substantial secondary harm to the parties involved in the news. What’s more distressing is that some authors, in pursuit of traffic and playback rate, will excessively expose personal information such as the portraits and addresses of the parties, thus bringing long-term, profound and irreversible psychological and life damage to the parties and their families.

4.3 Prominent Copyright Issues

There are prominent copyright problems in the use of materials and content reprinting in short video news. Therefore, a large number of short video news creators directly carry and edit others’ content without authorization, thus infringing the copyright of original authors, so copyright disputes occur from time to time.[6] More seriously, short video news spreads very fast. Once infringed content spreads on social media platforms, its influence scope and damage degree are extremely difficult to control, which not only damages the legitimate rights and interests of original authors, but also inevitably discourages the enthusiasm of original authors, forming a vicious circle of lazy people. Therefore, we must start from improving laws and regulations and adopting technical means to effectively protect the copyright involved in short video news.

4.4 Single Profit Model and Difficult Supervision

At present, short video news mainly relies on advertising commissions and traffic subsidies to make profits. Therefore, its single profit model cannot well support high-cost original in-depth reports, and thus strengthens the dependence on traffic. The more serious problem is that the number of short videos has increased greatly and spread very fast, thus bringing unprecedented huge regulatory pressure to regulatory authorities. The existing laws and regulations are lagging and weak in dealing with new problems such as AI-generated content and cross-border communication. Therefore, to make the development of short videos embark on a healthy and responsible road, platforms, media, regulatory agencies and the public all need to take the initiative and fulfill their respective responsibilities.

5. Development Strategies of Short Video News

5.1 Building Core Competitiveness

To be iron strong, one must be hard oneself. Therefore, to survive and develop in the increasingly fierce and stormy competition, one must have superior strength. The fundamental purpose of building the core competitiveness of short video news is to make users think of you first when they have information needs. [3]Therefore, we must achieve: the fastest and most accurate reporting ability in the face of breaking news, solid and powerful in-depth interpretation ability in the face of complex events, innovative and original creative ability when users pursue immersive viewing experience, and trustworthy brand trust when users doubt the authenticity of a piece of news. Based on precise positioning and vertical deep cultivation, and actively and fully using scientific and technological means to make multi-dimensional breakthroughs, we can naturally break a bloody road in the fierce competition, and truly establish a competitive barrier that is difficult for others to copy and break through.

5.2 Improving Laws and Regulations and Strengthening Supervision

For the healthy and orderly development of short video news, it is necessary to first establish a set of mature and complete legal and regulatory system: firstly, clarify that institutions engaged in news short video business must have corresponding news qualifications, set clear and enforceable boundaries and forbidden areas for individual accounts to release news information, then systematically and properly stipulate the copyright ownership and protection rules of short video news works, severely crack down on unauthorized editing, carrying and piracy, then implement differentiated management according to account subjects and their influence, implement strict content review and responsibility accountability system for influential head accounts, and increase penalties at the same time, so that violators can truly pay the price: for seriously violating accounts and subjects, in addition to restrictions and bans, commercial cooperation should also be restricted, and legal liabilities of relevant responsible persons should be directly investigated when necessary, thus forming a deterrent effect. More importantly, as the main position for content release, platforms should take the initiative to optimize the algorithm recommendation mechanism, break information cocoons, give priority to authoritative information sources, downgrade low-quality content, strengthen the review mechanism, and effectively improve information transparency. Finally, news producers are the source of ecology, and their own self-discipline is crucial. Therefore, mainstream media should be taken as the leading unit to organize and formulate self-discipline conventions for the short video news industry, clarify specific rules for resisting vulgar speculation, malicious competition and other behaviors, and truly form a good pattern of mutual supervision and

restriction in the industry.[6]

5.3 Commercialization and Brand Strategy

Because the single profit model of short video news can no longer well meet the needs of further development, it is a crucial link to effectively and steadily transform influence into sustainable income: platform subsidies and traffic sharing are the most basic cash flow, establishing a unified commercial brand is the cornerstone of commercialization, driving commercialization through branding, and realizing long-term value through commercialization are the correct paths for the sustainable development of short video news. More importantly, to form a real commercial brand, it is necessary to accumulate intangible trust qualifications in a planned and systematic way for a long time, and then transform them into tangible commercial value in an innovative way. Therefore, short video news can develop steadily in the noisy media environment, and truly achieve both social and economic benefits.

6. Conclusion

The innovation of short video news in communication channels is essentially a revolution from “channel-centered” to “user-centered”, thus naturally constructing a dynamic, intelligent, socialized and ubiquitous new news network. However, it is undeniable that its rapid development has also brought a variety of new problems. Therefore, we can view short video news clearly and properly: as an irreplaceable medium, it will inevitably have new development opportunities with the development of the times and technology, and will eventually develop into a healthier and more perfect news communication medium.

References

- [1] Liu Y, Hao Y. *Innovation and Development of Short Video News in the New Media Era*[J]. *Journalism Communication*, 2023(2):55-57.
- [2] Cai Q G. *Research on Communication Characteristics and Development Path of Short Video News in the New Media Era*[J]. *East West South North*, 2024(9):41-43.
- [3] Shen Y C. *On the Integrated Innovation of Short Video News in the New Media Environment*[J]. *Digital Video Times*, 2023(10):99-101.
- [4] Jia J. *Research on Innovative Paths of Short Video News in the New Media Environment*[J]. *Research on Communication Ability*, 2022, 6(11):82-84.
- [5] Sun Y. *Exploration on Innovative Communication Modes of News Under the Influence of Short Videos*[J]. *Culture Industry*, 2022(30):40-42.
- [6] Liu X L. *On Innovation Strategies of Short Video News in the New Media Environment*[J]. *News Culture Construction*, 2021(2):168-169.