Academic Journal of Management and Social Sciences
ISSN: 2958-4396 | Vol. 3, No. 3, 2023

Application Research of Vlog in the Field of News Media

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Abstract: Under the background of the rapid development of information technology, various media show a trend of mutual integration, and diversified information transmission channels effectively meet people's needs. Under the trend of media convergence, news communication business faces challenges as well as development opportunities. Therefore, it is necessary to analyze the current business situation, accelerate the application of news communication business, show its vitality again, give play to the role of news communication, and meet the public's demand for news information.

Keywords: Vlog; News Media; Apply; Study.

1. Introduction

With the development of society, modern people's demand for news has changed, the pursuit of timeliness and authenticity, so there are a variety of communication media. At present, China's media convergence has entered the deep-water area, its form from the beginning of the blunt addition to the gradual integration, is a new attempt in the field of news communication in our country. In this context, the news communication business should keep up with the development trend of The Times, accelerate the pace of reform under the trend of media convergence, actively introduce advanced concepts and technologies, promote the innovation of news communication business, and provide better news for the public with the help of the media communication mode of vlog+ news, thus promoting the healthy development of the news communication industry.

2. Overview of Vlog

Vlog is Video Blog (Video Blog), refers to the recording and personalization of strong video, producers mostly record themselves as the protagonist, and then through editing, soundtrack and appropriate subtitles, produced into a video diary with personal characteristics. It satisfies the user's desire to express themselves and the need for social communication. But more importantly, it meets the needs of young people's companionship and makes up for young people's desire for expression. Under the background of social atomization, young people are far away from home, struggling alone, separated from various communities, lacking blood and geographical ties, although technology provides them with a broader social space, it is difficult to connect emotionally. The rapid development of cities makes young people who have not obtained enough capital easily feel lost, and no sense of belonging, social anxiety and emptiness will directly appear in individuals, resulting in loneliness of young people. Therefore, the interactivity of mobile Internet has given birth to young people's strong desire to record life. From punching in, positioning, evaluation and live broadcasting on Weibo and circle of friends, with the enhancement of the integration function of mobile devices, Vlog, which integrates images, text and music, has been accepted and used by young people as a high-level expression, and the way of recording life has changed.

vlog news is a relatively popular form of news video at present, which has gradually become popular in the news field since 18 years, especially during the two sessions in 19 years. Its advantages of decentralization, immersive experience and civilianization have made it gain higher attention. Today, with the rapid development of information technology and digital technology, the media presents a diversified development trend, and people can obtain information through various channels. All kinds of media are closely connected, forming a situation of media integration, showing a strong ability of information dissemination. At present, the degree of media integration is constantly deepening, which has significant characteristics. First, technology, media integration cannot be separated from advanced technical support, is an important condition to promote media integration, so the level of technology application is relatively high. The second is functional diversity. Media fusion integrates newspapers, television, radio and other media, which greatly increases the function of media. Third, mass participation. Under the trend of media convergence, students are no longer the recipients of information, but can also actively participate and become the publishers of information. News communication, as the main channel to obtain key information in the current society, should follow the footsteps of the hot development of information technology, and actively integrate the communication media in the new situation with the news media, so as to broaden the area of information acceptance and strengthen the output of information.

3. The Practical Significance of Mainstream Media "Vlog+ News"

(1) Improving the way news is presented

After many years of development, the news media in China has formed a stable pattern and plays a leading role in information dissemination. However, under the trend of media convergence, the drawbacks of traditional news media are gradually exposed, which limits their own development. Under the traditional mode, the news media business needs to collect, screen and sort out the information before it spreads, and the whole process takes a certain amount of time, which cannot meet the requirements of modern people on the timeliness of news, and there is a lag problem. News media business has formed a set of fixed work flow for a long time, involving multiple departments and personnel, trivial work content, resulting in low efficiency of news media. At present, a lot of technical equipment has been applied to the news

media business, but due to the limited ability of personnel, they can not skillfully operate the technical equipment, which has become an obstacle to business reform. In view of the problems existing in the news media business, it is necessary to deeply analyze and take effective measures to solve them, so as to promote the reform of the news media business. Based on this, the concept of "vlog+ news" is derived. Due to the changes in voice and narrative mode, it provides more possibilities for news communication and builds another bridge of communication between the two sides, making the current mainstream audience no longer define news as the traditional "preaching" form, but bridge the context in the form of video communication. In the current fast-paced era, the realistic significance given to young people by text is far lower than that of video transmission, and the connotation absorption of abstract concepts is not as good as that of direct concept of video. Taking the popular military parade vlog as an example, it tries to interlace interpersonal communication into the video, integrating cordial greetings and humorous expressions, so as to strengthen the interest of news reports, fundamentally reduce the "superior" form guided by mainstream values, weaken the awkward atmosphere, and thus improve the acceptance degree of young people.

(2) Promoting the concreteness of news content

Traditional media usually present news in the form of text and pictures, while vlog news is presented in the form of video, which can provide more vivid and intuitive news content, making it easier for the audience to understand and accept.

vlog news is usually hosted by professional journalists or hosts, who will obtain news information through interviews, investigations and other ways, and conduct in-depth analysis and interpretation. This professionalism and depth can increase the credibility of the news and make the audience trust and rely on these media more. Not only that, vlog news usually adds interactive elements to the video, such as viewers can leave messages in the video, ask questions, and the host can answer the audience's questions in real time. This interactivity can increase the audience's sense of engagement and engagement, making the news more relevant to the audience's needs and interests.

vlog news is usually distributed through channels such as social media, which can expand the reach of the news and attract more viewers. At the same time, the audience can also participate in the dissemination of news through sharing, commenting and other ways to further expand the influence of news. At present, as the pace of content integration continues to accelerate, the fusion of vlog and traditional news is more and more accepted by the public. Vlog tries to show the specific thinking of specific characters, the main connotation is to show the expression of individual characters, and on this basis, with the help of psychological connotation, to build high-quality, touching works, so as to guide the audience to resonate through the video content, so as to convey the mainstream ideology. Taking the military parade vlog as an example, the relevant register not only took pictures of the square formations at the scene, but also interspersed the pictures of the masses after watching the military parade ceremony, so as to awaken the collective memory of the masses for the past military parade and gather emotional resonance, thus expanding the mainstream value of vlog+ news.

In general, the practical significance of vlog news is to provide diversified news content, increase the credibility of news, provide a more interactive news experience, and expand the dissemination of news. All these helps to improve the public's understanding and participation in news, and promote the transmission and exchange of information in society.

4. Characteristic Analysis of "Vlog+ News"

Vlog started relatively late in China, and its development has been lukewarm. Compared with the start of the foreign Vlog market, the first Vlog bloggers in China received widespread attention at the end of 2016. At present, although the major video platforms are actively promoting Vlog to help its development, the popularity of the domestic Vlog market is low, and it is only active among some young people. In addition, promotional resources for Vlog videos are limited. Compared with the advertising promotion and publicity of many stars on the short video platform of Tiktok, Vlog has less communication influence and small audience scope. First of all, vlog develops with personalization: When the audience watches the image, it is not independent of the image, but combined with their own personal experience and cultural background to interpret it, resulting in a direct emotional response. Unique personalization is the biggest feature of Vlog, which not only meets the needs of creators for authentic records, but also meets the desires of audiences for emotional connection and belonging. Second, vlog+ news is professional. The visual image symbols lack clear logical relations, and the expression is prone to uncertainty. In the past, short videos focused on shooting content, and editing was only simple processing, but Vlog reduced this uncertainty through highly professional editing, and excellent works have advanced nonlinear visual logic and image aesthetic.

vlog news is presented in the form of video, which is different from traditional text news. This form allows information to be conveyed more intuitively through visual and auditory means. 1) Subjective: vlog news is usually produced by individuals or teams, so it can be somewhat subjective. Compared to traditional news organizations, vlog news is more likely to be influenced by personal opinions and positions. 2) Interactive: vlog news is usually interactive, and viewers can interact with producers through comments, likes, etc. This interactivity can increase the audience's sense of engagement and stickiness. 3) Diversity: The content of vlog news can cover a wide variety of topics, from current events to entertainment gossip. This variety can attract different types of audiences. 4) Short and concise: Due to the limitations of video formats, vlog news is usually shorter and more concise than traditional news, focusing more on the simplicity and directness of information. 5) Innovation: vlog news usually uses some innovative techniques and techniques, such as editing, special effects, etc., to increase audience interest and attraction. 6) Credibility: Due to the subjective and individually produced nature of vlog news, viewers need to identify and evaluate the information to ensure its credibility.

5. Application Ideas of "Vlog+ News" Service under the Trend of Media Convergence

Under the trend of media convergence, the application of "vlog+ news" is inevitable. Through application, the quality

of "vlog+ news" can be improved to meet the higher needs of the public. Some suggestions on the application of "vlog+ news" are proposed.

(1) Innovating the concept of news integration

The traditional news communication concept has a deep-rooted influence on the staff, which has become the biggest obstacle to business application. Therefore, if you want to realize the "vlog+ news" business application, the first step should be to change the news media staff's own concept. The masses are the subject of information dissemination and acceptance, so the "vlog+ news" business should adhere to the concept of the masses as the center, and add topics of concern to the masses in the "vlog+ news" process, such as medical care, housing and other livelihood issues. In the past, the recipients of mass knowledge news did not have the right to participate at all. The integration and development of "vlog+ news" needs to find the fusion point of the two media and content. Relevant departments need to take people's livelihood and current social hot spots as the main direction, actively open interactive channels, and let the masses participate in the interaction. As a reference for improvement, it is conducive to improving the overall level of the dissemination of "vlog+ news". News communicators should clearly understand the impact of media convergence on the "vlog+ news" business, make changes according to the current situation, boldly try and innovate in actual work, and establish a new "vlog+ news" concept.

(2) Innovating information products

Under the trend of media convergence, the public can obtain information through various channels, such as mobile phones, computers, etc., but all kinds of media disseminate information in little different ways, basically in the same form, and will be less attractive to the public over time. With this in mind, news editors and creators should innovate information products and design diversified products. Under normal circumstances, the forms of news transmission include pictures, videos, audio, etc. Based on this, the editors of "vlog+ News" should make changes on the basis of traditional forms and present new forms to the public, which can attract their attention. News acceptance groups include people of different grades and occupations, so relevant staff should conduct a comprehensive analysis to reflect the pertinence of news, ensure to meet various needs, and better serve the public. Under the trend of media convergence, relevant staff should enhance their own awareness of innovation, and constantly introduce new information products to keep the audience fresh.

(3) Staff role change

The traditional staff is mainly responsible for news gathering and editing, and the work content is relatively simple. Under the trend of media convergence, it is necessary to change its role, analyze the news audience, and provide corresponding information products according to different needs, which is conducive to improving the service level. "vlog+ News" requires staff to go from behind the scenes to the front desk, discuss with the masses, and listen to their opinions and suggestions, so as to further optimize the way of work and achieve better results. From the perspective of new media news and communication, in addition to having professional ability and doing their own work well, staff should also improve their professional quality. News information has a guiding effect on the minds of the masses, so it is necessary to strictly control the news content, avoid deliberately exaggerating the news to attract the audience, and even resorting to fraud. It is necessary to ensure the authenticity of the news and lead the masses to understand the truth of the event. The use of news to promote correct values, give play to the role of correct public opinion guidance, form a good atmosphere in the society, and build a harmonious society.

(4) Innovating the forms of news reporting

In modern society, a large amount of information is generated every day, and integration and screening should be carried out when vlog+ news creation is carried out to disseminate valuable information. Under the premise of ensuring the authenticity of information, the relevant staff will innovate the form of reporting, give the masses a feeling of on-the-spot reporting, enhance the masses' sense of experience, and the effect of information dissemination will be greatly enhanced. A complete news event includes the cause, development and results of the event, so the relevant staff cannot simply describe the event when reporting, to integrate the causes and consequences, event background, etc., the news content will become richer. [3]

(5) Introducing advanced technologies

Science and technology are the core of "vlog+ news" business application, so we should actively introduce information technology, network technology, etc., with the help of technological advantages to innovate "vlog+ news" business, enhance the competitiveness in a variety of media, and gain more audience love. For example, the introduction of big data technology in the "vlog+ news" business, the establishment of information resources, to provide data support for the reliability of news content, will be quicker and more convenient. At the same time of introducing advanced technology, the new media news editorial department should actively organize staff to learn technology, ensure that the equipment can be skillfully operated, effectively used in "vlog+ news", and constantly improve work efficiency and quality. The staff should always pay attention to the development of technology, update and upgrade the technology regularly, and ensure that they keep up with the pace of development of The Times.

6. Conclusion

Media convergence has brought about great changes in our media environment. For news media business, staff should actively innovate ideas and make full use of modern media technology to promote the transformation of traditional news editing business and develop in the direction of modernization. Vlog generally prefers to show daily life scenes from the first perspective and disseminate content based on the supervisor's feelings of the photographer, thus presenting a strong personal narrative style in the video. The communication mode of Vlog news can narrow the distance between news and audience, and form a "face to face" communication mode. In addition, the news editing business should adhere to the people-oriented concept, take into account the news needs of the masses, constantly enrich the news content, enhance the competitiveness under the background of media convergence, and provide people with better information services.

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