The Language of New Media Journalism on Short Video Sharing Websites

-- A Case Study of Tik Tok Journalism

Huiwen Li
Faculty of Humanities and Social Sciences, Beijing Normal University-Hong Kong Baptist University United International College, Zhuhai 519087, China

Abstract: In recent years, with the rapid expansion of the integrated media and the wide-scale popularization of the mobile network, the short video technology and its applications have been hogging the limelight. To keep pace with the development of online news tendencies, the mainstream media has started entering into many short video platforms. To a certain extent, the mainstream media short video news is an important product of the internet and the digital media era. The short video has today become an emerging communication mode shared in real-time on the social platforms, which could integrate text, dubbing, video, and other elements to achieve the purpose of information transmission, while meeting the perception needs of the users through short time to achieve comprehensive transmission of communication content under the premise of excellence. This paper endeavors to analyze the characteristics of short video news in the era of rapid development of the new media by considering the short video news released by the official Tik Tok account of Xinhua News Agency as an example. The language of short video news is different from that of the traditional mainstream media news, whereas, the influence of the combination of official media news and the current hot short video transmission has been discussed. The transmission power of official media news could be optimized and improved through the use of short news videos.

Keywords: New Media Language; Short Video News; Digital Journalism; Online Journalism.

1. Introduction

New media has a strong momentum of development and has had a significant influence on human life, production, and various other aspects. New media technology has enriched the expressiveness of news reports, abided by the development direction of media integration and innovation, and reinforced news reports' form serving content. With the constant development of languages, the emergence of new media languages has inevitably impacted traditional media. As new media language penetrates the traditional language structure, it undoubtedly influences previous language forms and profoundly impacts the information transmission system.

In traditional news media communication, the text typically conveys information. However, with social development and the progress of Internet technology, people are increasingly unsatisfied with obtaining simple text information to meet their needs. New media have also begun to disseminate news visually. As such, people's requirements for news works are no longer limited to conventional words and languages, as they hope to read news visually. The media industry has also implemented specific changes and innovations in news writing. In this case, this essay selected Tik Tok as an example to explore new media language in online short video journalism.

2. Literature Review

There have been some studies on new media language in existing academic research papers. Although there are several theories on new media language encompassing several areas, this essay focuses on the relationship between new media language and news reports derived from electronic media development, including the definition of new media language, the presentation of new media language in short video news reporting, and the influence of new media short videos on news dissemination.

In his book The Language of New Media, Manovich systematically analyzed new media development since the emergence of computers and proposed that the numerical development of new media presents modularity, automation, variability, and cross-code. All media have transformed through numerical data that computers can use, giving birth to new media. Graphics, moving images, sound, shapes, space, and texts have become computable, hence becoming sets of computer data. However, unlike other sources on new media theory, Manovich did not predict the development direction of future media. Instead, he focused on observing the development of existing media, summarized the achievements of new media development since the 20th century, and reconsidered the influence of new media on old media by taking film as a reference.

Affirmatively, 'new media' is also created by the Internet era. In Manovich’s view, apart from text, new media also encompasses various independent objects, including GIFs, JPEGs, media clips, VRML scenes, Shockwave animations, and Flash animations, which are independently stored on the local computer or the network (Manovich, 2001). Thus, new media objects are comprised of independent parts, each made up of smaller independent parts, and so on, down to the atoms, pixels, points in three-dimensional space, and text characters. Arguably, new media language is precisely the means and tools derived from these animated images and the scientific and technological approaches to express and disseminate. As the final analysis, new media language is a small module belonging to computers. The author analyses the derivative of
new media through science and technology rather than from the mainstream humanistic society perspective. Intermedia convergence integrates existing technological devices with computer networks through digitizing all information forms, facilitating open communication amongst all devices used in one way or another to obtain selected publications and distribute information (Deuze, 11).

In digital media, the combination of interaction and visualization has produced innovative products. News communication is no longer limited to transmitting news information but also strives to provide interactive and visual works for the public. In social communication, images and charts of news reports are no longer additional tools for narration but gradually become central to expression communication. An article mentioned that although interactive visualization tools are extensively used in news editing, scientific achievements and theoretical contributions are insignificant in quantity and importance (Freixa et al., 2021). Accordingly, in this essay, the author used tables to list typical errors of interactive visualization in new media, which apparently depicts the influence of electronic media on news irregularities.

Nevertheless, the interactive visualization of digital media is a significant prospect of news communication, as an organized news release can be standardized and visualized. It is also the solution to applying new media language in news communication, which will be analyzed later. However, if the new media visualization language is biased or one-sided, it may easily cause misunderstanding amongst readers, which cannot guarantee news authenticity.

The fast-paced life is associated with efficient access to information. In today's new media, users are looking for different new information sources on digital communication platforms. Hyperlinks and hypertexts on the Internet complement the information obtained by users through traditional media (Aleksić & Stamenković, 2018). In traditional journalism, a monotonous narrative is unacceptable. In contrast, in new media, one can switch to something else with the click of a mouse or the swipe of a finger, which tests the degree of news attraction and perfection. With these factors, it is apparent why it is undesirable to copy traditional media in their current form and place them on the Internet, while it is necessary to develop new concepts and styles that considers both the technical possibilities offered by the Internet and the requirements of users. Since an average news story may be too big to fit on screens, in online news, the text is usually divided into sections and enriched with links, audio and video materials to make them more appealing. Thus, online journalism has redefined the concepts of genre and journalism. Thanks to the Internet's development, the news becomes available today to many more people who are unafraid to express their opinions on a particular topic (Aleksić & Stamenković, 2018).

In modern research, interactivity has gained particular attention, signifying that audiences are no longer just content receivers but also have the opportunity to become content creators. It is also the beginning of mass participation in news communication; hence, new media news can also be regarded as civil news.

With the development of the Internet and new digital technology, civil news emerges. Everyone can be a disseminator and receiver of news. However, the work of civil news is based on the people, who can see various events that traditional mass media cannot. Alimov Gulnoza Bakhshiloevna put forward the context of civil news, which cannot completely replace traditional professional news because its professionalism and standardization have not yet been perfected. In media debates, citizens have become content creators and active participants (Aleksić & Stamenković, 2018). Consequently, the Internet has fundamentally transformed previous communication practices and habits. The most significant changes have occurred when the use of new media becomes the norm when we embrace it without regard to its functional mechanisms or effects on our behavior.

Online news differs from traditional news mainly because it applies many new Internet buzzwords instead of profound and professional words. Another huge difference lies in the structure; a paper conducts a unique narrative review to render an event, while in the network media, the comment is concise and the narrative is divided into small units. The same or similar topics are concentrated in hypertext or multimedia content, including videos, audios, and pictures. Therefore, some scholars may find it suitable to question whether online news should be considered a particular type (Crystal, 2017). Hence, we cannot analyze the current news merely by text but should explore it more from multimedia tools and new media languages. As Aleksić and Stamenković discussed, not only does a news release come in the form of text; as the content that accompanies it also helps conceptualize the story, it changes both the news itself and the ways information is processed.

Journalism is facing an important period of change, as the rise of social media on the Internet leads to a fragmentation of information interaction for individuals. Nowadays, news media dissemination is highly dependent on social media. The emergence of new media and the development of social media make news transmission no longer one-way transmission but shared and transmitted between networks (Bowd, 2016). They allow viewers to discuss, share and contribute their information to the public. The choice of social media allows news media to keep up with the times and reshaped and accessible to the public. News content can also cover various topics and two-way communication with the public. It also provides small news media an opportunity to survive and be noticed by the public (Bowd, 2016).

The language of network news reports the real situation, but the construction process of the network news fact reflects the subjectivity of the network news language (Lin, 2012). The construction of the so-called news facts is selective and embellished. Compared to the traditional news format, the parallel horizontal mode of communication allows more people to speak out (Lin, 2012).

Short video news is a new type of news produced in media convergence. In the era of video mainstreaming, the short video will become the mainstream news expression through the promotion of technology (Tian, 2021). As a new form of news, the style of short video news is fundamentally different from that of traditional media. In short video news, the primary role of text decreases, and sound, images, and subtitles become elements of the style (Tian, 2021). Typically, the sound of short video news is the original sound of the news scene and the background sound that is close to the dynamic properties of the news content. Music and the images of short video news are primarily medium and close and close-up shots.

Short videos are short, have a low threshold production, are networked and socially distributed, mobile, fragmented...
consumption, etc. (Zhang, 2021). This has led to short video messages being produced on a "what is available, gets posted", with little targeted planning and production based on user needs. However, short videos further shorten the distance in space and time. In terms of the time of transmission, the news content of short videos is simple and clear, reducing the time required by viewers. From the perspective of transmission space, the content is intuitive and fragmented, integrating into the currently fragmented reading life rhythm and eliminating spatial distance (Liu, 2021).

Although the transmitted news is constantly changing, high-quality news can always attract and sustain news audiences. Besides, the first feeling of the audience for the video is very emotional (Koliska, 2021). The news photos are processed with kinetic effects, and the subtitles use the simplest form to provide the necessary facts. The captions use the simplest form to provide the necessary explanation of the facts (Tian, 2021). The audio-visual information makes the news information received by the audience better and easier to empathize with. Additionally, video elements also affect the mood and effect of the audience for receiving information. Although online news is usually entertaining and informal, it must remain neutral to avoid bias. Sound and graphic elements enhance video news and can often be used for smoother narrative and emotional expression (Peer, 2011). Excellent online video news is produced in the strictest tradition but with relaxed content. The appearance of online video news breaks the traditional news production and news content. It diminishes the quality of news to some extent but expands the scope of the audience, close to the preferences of the public.

The Internet has changed communication between the private and public spheres. As a new communication platform, the role of the Internet has transformed the ways of communication and content creation and distribution, which has a revolutionary significance. By adapting to digital technology, traditional media has entered into a different digital world with visualization, interaction, simultaneity, and mobility characteristics. Traditional media have been adapting to the changes brought by new Internet media, while in the market competition of news media, network news communication has gradually begun to form rules, languages, styles, and modes. Based on this literature, this essay takes Tik Tok, a short video platform, as the primary research object, conducts in-depth research on short video news, and observes the application of new media language in it and the existing problems, seeks solutions, and provides a favorable direction for developing online news.

3. Research Methodology

3.1. Overview

The methodology section of this article deals with the research methods and techniques of sampling design, data processing, and analysis in the thesis research. First, the research objectives are briefly introduced, laying the foundation for determining the methods used to achieve the research objectives. To achieve the research objective, the research in this article is based on the primary data and cases. The research design of primary data collection and data analysis is presented in this chapter.

3.2. Research Design

The research in this paper is qualitative research based on case analysis. Since the data collected is non-digital data, it is an in-depth understanding of language application and news development in short videos based on observation and interpretation analysis. Since this paper investigates the phenomenon of short video news language, it cannot be presented in the form of digital; qualitative analysis is more appropriate. However, qualitative designs typically do not extract samples from large data sets due to the time and cost involved. Qualitative research would lack adequate validity or reliability due to the subjective nature of qualitative data. Thus, the researcher may have difficulty applying conventional reliability and validity criteria.

3.3. Strategy for Primary Data Collection and Sampling

The researcher finds the official news media account of the target on a specific short video social platform to filter content, take screenshots, and copy links. Some specific case materials were selected to better analyze the language features of short video news in the new media environment. These specific works were selected randomly from an official news media account, downloaded, and taken screenshots.

Based on the content of the research topic, I refer to the relevant literature of the research topic to obtain relatively comprehensive information and use these theories as evidence to support my idea to enhance the persuasion of the research topic. The literature sources primarily include monographs, academic journal papers, domestic and foreign papers, and books. Primarily, the literature includes digital media, digital news, short video news, and the effect of news media on news and other related theories.

This article is mainly from the official Xinhua News Agency in trill short video platforms account for the case to analyze and expound the content of the research topic. Based on reality, it is clearer to find the nature, explore under the new media trend of hot news form of transmission of gradual development to follow the popular trend, create a new road so short video news was born, and its effects.

3.4. Data Analysis

To better understand the use of new media language in short video news, this paper analyzes and categorizes the most distinctive features of each video into specific analysis columns. By matching and studying the different new media languages employed, it aims to explore their unique characteristics and applications within the context of short video news.

3.5. Limitations of the Research

I chose these two specific research methods because this paper is a humanities and social science subject based on subjective analysis and observation rather than numerical data analysis. Even though its operation is simple and easy to operate, its subjectivity is strong, the results are relatively abstract, and it is difficult to reflect the local differences between things. The application effect is not as good as quantitative analysis, but it is suitable for a case study.

4. Analysis and Outcome

New media language refers to the language used by news media to disseminate news, including text, numbers, charts, audio, video, etc. Tik Tok is an online platform that focuses on short videos. News clips are released on Tik Tok,
originating from special official news and essentially differ from traditional news in content delivery.

Among the news media language applications presented by news reports on Tik Tok, the most obvious is the application of visual language, which combines videos, images, subtitles, and hyperlinks supplemented by sound to make short videos. This is convenient for people to quickly browse and read in fragmented time. I will take the official Tik Tok account of Xinhua News Agency as the research object to explore and analyze the elements of short video news.

4.1. Video Clips

The official news account uses some small clips of the news scene to directly broadcast the news. The essential part of the video is edited into a short video within one minute, and the news content is directly transmitted through the screen. Users can watch short video news based on their preferences and share it in their social circle. This interactive information exchange further expands the scope of information dissemination, and traditional media does not have this advantage.

When news information is released on such platforms, users only need a few minutes or even a few seconds to understand the general content of news events. Users of the Tik Tok platform scattered all over the country can become witnesses of news events and disseminators of news information and collect news pictures and information at any time. Compared with professional interviews by journalists, information dissemination by the audience is less normative, but it is easier to win the trust of other users and improve the influence of news information.

For example, the short video news above, released by Xinhua News Agency on November 28th, 2021, comprises four short film clips of just three or four seconds. It includes the video of a man being arrested and escorted for questioning, and a formal education letter for the children of soldiers. Audiences can quickly understand the main points of the story from the short video highlights and how the man was arrested posing as a soldier, escorted for questioning, and forged documents.

In the news video released by Xinhua News Agency on November 27, 2021, about the troops of the Eastern Theater Command continuing to patrol toward the Taiwan Strait to establish combat readiness, four video clips were combined to form this news. The video clips include battleships cruising, fighter jets flying in the air, emergency lights flashing, and soldiers running quickly. The cruises and air flying screen show that China has entered a state of readiness, and the state is good. The emergency lights and running reflect the current emergency situation and maintain high alert determination.

![Figure 1. The man pretended to be the battalion commander](https://v.douyin.com/RpRX4YJ/)

4.2. Emoji

Internet emojis usually convey complex information and connotation with concise and interesting images that are easier for the audience to remember and understand. They adapt to the communication needs of people in modern society and can be widely understood. Currently, the language can easily derive misleading meanings, so you can usually use emoticons as auxiliary words to clarify your attitude and views.

Among the short video news posted on the official Tik Tok account of Xinhua News Agency on November 30 was a report about a seventh-grade boy dancing enchanting and funny during recess exercises. In this news video, its subtitle is augmented by a dog emoji of a huskie. Since the expression of the huskie dog head has an amusing meaning, people often add it at the end of the text as a joke and funny meaning. Since the news came from an exciting trivia in life, the news producer used the emoji to accompany the copywriting to convey a light-hearted and humorous atmosphere.
Figure 2. The Eastern Theater Command continues to prepare for patrols across the Taiwan Strait
(Data source: https://v.douyin.com/RTjQpge/)

Figure 3. The boy goes viral with his enchanting dance moves
(Data source: https://v.douyin.com/RTBa1rr/)
4.3. Subtitle

Short, clear subtitles often accompany short video news reports. Subtitles can enhance the comprehension and memory of ordinary viewers. Typically, they are presented in a large size and clear font and placed above or below the picture to ensure that it does not obscure too much of the main image but still attracts attention. Generally, the wording is not too complicated but clear and easy to understand so that the audience can understand the content of the news video at a glance.

![Subtitle Example](https://v.douyin.com/RvHV1RV/)

*Figure 4. A farewell ceremony for a fallen narc cop (Data source: https://v.douyin.com/RvHV1RV/)*

4.4. Music

Different from traditional media, the sound of new media news includes not only broadcast voice but also music.

In short video news, music expresses the news content, which is more personalized. Music is used to underscore the content of video footage. Good music can directly express emotions and arouse the emotional response of the audience. Music plays a crucial role in conveying news themes in a short period, a power that traditional media forms do not possess.

For example, the ceremony to honor the fight against COVID-19 released on the Tik Tok account of Xinhua News Agency paid tribute to heroes with solemn, stirring, and heroic music. A news account editor used the song "Father" as a soundtrack to express the greatness of the love of a father when his 82-year-old veteran father sent his son to join the army.

The video above, released by Xinhua News Agency on December 13, 2021, was a tribute to the deceased auxiliary police officer whom a suspect accidentally stabbed. The media account used the accompaniment of music "Big Fish" to soundtrack the video. Part of the melody of the main song is long and continuous, and the song has a rich sense of imagery and touching details. From the grand scene to the delicate emotion, the melody gradually increases, vast and ethereal, with classical sorrow in Chinese traditional culture. The soundtrack matches the tone of the video, making the audience regret the loss of life of a young auxiliary police officer.

![Music Example](https://v.douyin.com/RTjQgXr/)

*Figure 5. Surface-to-air missile (Data source: https://v.douyin.com/RTjQgXr)*
Figure 6. A 28-year-old auxiliary officer was stabbed and killed in the line of duty (Data source: https://v.douyin.com/R3aBjFP/)

Figure 7. Veterans who fought against the US and helped North Korea wear ranks for new recruits (Data source: https://v.douyin.com/RT6RJ4c/)

Figure 8. Moon Jae-in was responding to questions about whether he would send officials to the Beijing Winter Olympics (Data source: https://v.douyin.com/R3mhN4v/)

In a news video by Xinhua on November 27, 2021, about veterans of the War to Resist the United States and support North Korea giving military ranks to new recruits, the news video produced the song “The Soul of the Chinese Army” as its soundtrack. The song has a very impressive melody, defying hardships and facing death like returning home, showing the spirit of the Chinese army. The audience can feel the solemnness and respect of the ceremony through the music, and can also understand through the lyrics of the song that the old soldier wearing the rank for the new recruits is a symbol of the heritage of the military spirit, which makes people awestruck.

4.5. Hyperlink

A hyperlink connects a web page to a destination, which can be another web page, a different location on the same web page, an image, an email address, a file, or even an application. The hyperlink object on a web page can be a piece of text or an image.

Hyperlinks on short video platforms primarily serve as a reading aid. For example, clicking on the hyperlink at the end of the video will lead to a long and detailed news report on the web page. If the audience wants to know more after watching the short video, they can use the hyperlink to get more detailed news information.

The emergence of hyperlinks and hierarchical text not only further expands the depth and breadth of the audience but also allows the audience to select information based on their own reading time and reading interests, changing the traditional linear model of news communication and the news habit of the audience for passively receiving news information.

There is a hyperlink below the short video about whether South Korea will participate in the Winter Olympics released by Xinhua News Agency on December 13, 2021. The hyperlink links the page to the top search list of the Tik Tok short video platform, and readers are redirected to the relevant videos searched in the top search list. Thus, readers can click on the link below to watch more short video news and comments on whether South Korea is participating in the Winter Olympics, which is undoubtedly a move to broaden the news coverage of the readers.
Additionally, redirecting to the TikTok hotlist, the hyperlinks under the news videos connect with another form. A hyperlink was also set up under a news video about the table tennis Olympians published on December 4 by the state-run Xinhua News Agency's TikTok account. After clicking on the hyperlink at the bottom of the video, the audience is taken to a collection of news reports about Olympic athletes like the second screenshot to browse more news and information about various Olympic athletes. Therefore, hyperlinks are associated with more related news of the same type, which is convenient for users to browse directly instead of spending time searching. This also aligns with the current trend of fast pace and fragmented reading.

5. Discussion

Writing plays a role in human vision, and broadcasting plays a role in human hearing, and the Internet and television play roles in both human vision and hearing. However, the visual impact is the most powerful and can provide the best experience to the audience. Influenced by the rapid development of science and technology, the new habit of combining audio-visual and audio elements in human reading allows the audience to obtain sufficient mental pleasure in obtaining information.

5.1. Timeliness

Visual language refers to the use of vivid images, writing and style in order to allow the audience to read and receive information. The pace of public life is now very fast. Influenced by the rapid development of science and technology, the new habit of combining audio and visual information formed during human reading enables the audience to obtain sufficient spiritual pleasure when acquiring information. Visual news language can help the audience reduce the difficulty of obtaining information, make them experience the joys of reading, and contribute to the healthy development of news writing. Short videos tend to have distinct themes because of their short duration. At the beginning, these videos will cut directly to the theme and come straight to the point. Their narrative structure is compact, and the degree of information conveyed is very large. These videos can explain the cause and effect of an event within a limited timeframe, in keeping with the need for efficient information acquisition by the current audience.

Before the emergence of short video, news dissemination often had a certain lag time. The application of short videos in news communication makes news production expand beyond this fixed framework. Breaking news can be communicated in the form of short videos, which spread faster among netizens across various platforms. This attracts the attention of the public and greatly enhances the timeliness of news communication. With the changing trend of the public, and the changing reading habits of the audience, short videos cater to the fragmented reading habits of the public by achieving comprehensive transmission of communication content in a short period time under the premise of excellence. In order to break through the developmental dilemma of news communication, the traditional mainstream media have started to embrace the use of short videos across different platforms, and incorporate it into traditional mainstream media, and to make their voices heard.

5.2. Highlight Emphasis

News refers to the process of reporting recent objective facts. In the past, traditional news reports have focused on a grand narrative, paying more attention to the objectivity of the report, and restoring the complete original appearance of the event. However, short video news refers to the fragmented viewing behavior of the audience in the process of network transmission. Short videos aim to catch the attention of the audience in a short period time, achieve emotional resonance, realize efficient information transmission, and create empathy.

The scene of news is combined with video, and the vivid and tangible images dynamically present the appearance of things and restore the real scene. News accounts on the TikTok short video platform use emotional background music to facilitate immersion and highlight the topical nature of its storytelling of content. Core information is emphasized with large white captions, and the news facts are supplemented with short messages aimed at improving news content. This is in keeping with the fast pace of modern life, captures the characteristics of our leisure time, and facilitates empathy.

5.3. Interaction

Short video news is different from TV and newspaper news. First, mobile social media and short video platforms provide the audience with comment areas where they can freely express their views and interact with the media. Secondly, according to the characteristics of the platform and the audience, a short video news comment product is designed, which is positioned as interesting and interactive. The audience can not only express their views, but also be willing to give full play to the influence and participation rights of the audience.

In the era of new media, news participation and interaction are also enhanced. Short video news spreads information in a new way. The audience watching short video news can thumb up, comment, or forwarded them at the same time. Element design is also more populist, creating more colloquial expression packages, and enhance audience interaction in order to achieve optimal information sharing.

5.4. Diversity of Presentation

The method used to shoot short videos is simple and quick, and it does not need to be edited in a glamorized way. It is also not limited to orthodox content editing to the same extent as traditional news transmission platform. Compared to
traditional news media forms, short videos and text express events to a greater extent, which weakens the often-monotonous characteristics of traditional news media. Short videos can also share news content across time and space. When breaking events happen, news producers can provide timely feedback as well as explain and report them in using short videos.

Short video news uses video clips, music, short captions, memes and hyperlinks in order to make the news more readable. Short video clips condense the main points of the news so that the audience can understand what is being conveyed at a glance without having to spend a lot of time understanding it. Both subtitles and emojis serve as an auxiliary explanation, allowing the audience to quickly understand the meaning of the picture while watching it. To a certain extent, music can bring the audience into a state of empathy quickly, and allow them to better understand the emotional meaning behind the news. Hyperlinks greatly shorten the amount of time people spend searching for and reading the news. Related news items are placed together and connected with hyperlinks, which meets the need to quickly obtain the information desired by the individual. Rich new media elements thus include short videos which maximize the transmission of news value and contents.

5.5. Content Expansion

Short video platforms like Tik Tok are a common source of entertainment, but also offer possibilities for news creation. This relatively new approach to online news thus adds a much-needed entertainment element. Materials are no longer constrained by the seriousness of news reports. The tone of short video news also tends to be relaxed and flexible. Compared to the serious and rigid structure of traditional news, media short videos cater to the audience and is more amiable. The content of short video news is more varied and interesting, enabling news to spread more widely.

In the short video market, the authoritative role of mainstream media is still irreplaceable. However, because of the addition of popular elements and the use of trendy short videos to spread news, the distance between the official media and the masses is narrowed, thus creating a more user-friendly and reliable news media image.

6. Conclusion

The transmission of new media takes information technology as its premise, and creates a brand-new form of news directed to ordinary people. With the extensive participation of the audience in the information society, participatory journalism is also more abundant. Fragmented reading through short videos has become the norm. Many audiences are not willing to spend too much time and attention on reading long articles or watching video content for more than a few minutes, so they prefer music with rhythm and a powerful visual feast. The short video provides just such an opportunity for news focus. In addition to capturing the key points of news production and transmission, short but concise news content can be created in the form of short videos. This can improve the exposure of news and create a mainstream public.

In the era of new media, news producers and disseminators fully integrate innovative elements in the process of content dissemination. This is adopted as a means of communication closer to livelihood. When the official media uses short videos that are popular with the masses in media communication, they need to construct high-quality news and focus on the thinking orientation of the audience. This allows for true, rapid and accurate communication to take place, and provide a broader space for the development of short videos in the future.

References