

Research on the Influence of Soundtrack on the Emotional Communication of TikTok Short Video News from the Perspective of Peripheral Route (Postprint)

Authors: Lai Jiarou, LAI Jiarou

Date: 2022-11-21T16:14:33+00:00

Abstract

Under the theoretical framework of peripheral route and emotional communication. This study, which is an exploratory questionnaire on short video news, takes the audio-visual process of short video news as the research object to investigate the influence of soundtrack rhythm on the emotional transmission of short video news. The study finds that soundtrack is a psychological switch to turn on the processing mode of peripheral route. The score can convey the news emotion. Particularly the fastpaced score can strengthen the flow of the news emotion, leading to affect the cognition and judgment of the audience to the news emotion, stimulate their sharing willingness to like. Meanwhile, the soundtrack of different rhythms have no significant impact on the audience's personal emotion, the willingness to forward and make comments, and the thinking emotions. This study conducts complementary and empirical research on the peripheral route, and finds that the audience who adopts the peripheral route to perceive news has the possibility to switch to the central route.

Full Text

I notice that only the section header “## Preamble” was provided for cleaning. The error message indicates the body is only 11 characters, which matches this single header line.

To help you clean up the translation, I need the actual text content that contains the formatting issues you mentioned (XML tags, watermarks, duplicate content, etc.).

Please provide the full text, and I will: - Remove any

,

, or similar XML/HTML tags - Eliminate watermark artifacts and spaced/reversed letters - Remove duplicate sections - Restructure into proper academic paragraphs - Preserve all LaTeX math expressions (...,

...

, [...]) unchanged - Maintain section headers and formatting

Once you share the complete text, I'll return a cleaned, academically polished version.

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.