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From Text to Video: An Analysis of the Communication Effects of Text-Based Short Video News in Mainstream Media Postprint

Authors: Zhang ChenYao, Zhang ChenYao

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Abstract

In recent years, the video-centric characteristics of news communication methods in mainstream media have become increasingly prominent. Among these, graphic short-form video news—composed of images, text, and audio—has emerged as the dominant force in short-form video news dissemination. This study preliminarily discusses the impact of graphic short-form video on information entropy reduction and communication effectiveness through questionnaires and in-depth interviews. The findings indicate that textual elements, including font size, color, news background, and musical score, significantly influence the communication effectiveness of video news.

Full Text

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

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