

## Editing Methods and Innovations for Online News Short Videos: A Case Study of “Anchor Talks about News Broadcast” (Postprint)

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### Abstract

[Purpose] Currently, various types of online short video works are proliferating. This paper studies news-oriented online short videos, aiming to provide insights and contribute to the transformation of news production toward short-video formats. [Methods] Taking the successful and classic representative program “Anchor Talks about News Broadcast” as a case study, it enumerates and analyzes numerous program examples, with a focus on examining its editorial methods and innovative strengths. [Results] The program adopts editorial methods including vertical-screen format, novel production techniques, streamlined filming processes, and appropriate soundtrack; and boldly innovates by employing popularized and youth-oriented expression modes, strengthening narrative approaches that enhance communicative and storytelling sensibilities, augmenting the personalization and celebrity status of anchors along with the fan-ization of audiences, building a brand with distinctive identity, and establishing special programs that consolidate audience stickiness. Conclusion As a successful representative work among news-oriented online short videos, the “Anchor Talks about News Broadcast” program has played a positive facilitating role for traditional mainstream media in striving for discourse power and guiding values in the short-video era.

### Full Text

#### Abstract

**Purpose:** In today’s media landscape, news short videos have proliferated across digital platforms. This study examines this phenomenon, using the successful program *Anchor Comments on News Broadcast* as a case study to provide insights for news production in the short video era. **Method:** The paper analyzes numerous program episodes to explore its editing methods and innovative

strengths. **Results:** The program employs vertical screen format, novel production techniques, streamlined filming processes, and appropriate background music. Its innovations include popular and youthful expression styles, narrative approaches that enhance communication and storytelling, anchor personification and stardom, audience fandom cultivation, distinctive brand building, and special episodes to consolidate viewer loyalty. **Conclusion:** As a successful exemplar of news short videos, *Anchor Comments on News Broadcast* has positively contributed to traditional mainstream media's efforts to gain discursive power and guide public values in the short video age.

**Keywords:** news; new media; online short videos; innovation; *Anchor Comments on News Broadcast*

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## 1. Editing Methods of *Anchor Comments on News Broadcast*

In recent years, the booming short video industry has provided new directions for news reporting. Compared to traditional broadcast news, news short videos offer distinct advantages: mobile accessibility, user choice, brief duration, and mobile-friendly formats. In an information-saturated environment with limited audience attention, these features quickly attract viewers and build loyalty, making them increasingly popular. Examining the editing methods and innovations of news short videos is therefore crucial for promoting their development.

Launched on July 29, 2019, by the China Media Group's News New Media Center, *Anchor Comments on News Broadcast* represents the convergence product of *Xinwen Lianbo* (News Broadcast). As a special commentary segment of *Xinwen Lianbo*, each episode runs approximately one minute, addressing major events and hot topics from that day's broadcast. Using the short video format and youth-oriented language, it delivers mainstream perspectives across multiple platforms including Weibo, WeChat, CCTV's client app, Douyin, Kuaishou, and Bilibili, garnering significant attention and praise from young audiences since its premiere.

### 1.1 Vertical Screen Format

Vertical screen videos are designed for upright mobile viewing. Unlike traditional horizontal videos, they facilitate one-handed operation and align with mobile user habits. Conventional media has traditionally produced horizontal content, forcing viewers to either watch on a small central screen section or rotate their phones, creating inconvenience. Vertical news videos employ different shooting methods and presentation forms, filling the entire phone screen and offering

novel compositions that provide fresh experiences while better suiting short video platform distribution.

*Anchor Comments on News Broadcast* specifically creates vertical news short videos for new media platforms. This format highlights the anchor as the primary subject, occupying most of the frame and making facial expressions and body language more prominent. This closer shot creates greater authenticity and fosters intimacy and companionship, effectively enhancing immersion and interactivity. Moreover, vertical videos align with short video distribution characteristics, enabling multi-channel dissemination across WeChat, Weibo, client apps, Douyin, Kuaishou, and Bilibili, generating substantial influence across various platforms.

### 1.2 Novel Production Approach

Many news short videos on new media platforms are simply clipped from traditional TV news programs with minimal editing and packaging. This approach merely processes the form without professional short video treatment or content innovation, resulting in homogenized cross-platform distribution that is inconvenient for mobile viewing. The repetitive, highly similar content across platforms easily causes visual fatigue and psychological aversion among audiences, failing to leverage short video advantages or adapt to new media dissemination.

In contrast, *Anchor Comments on News Broadcast* is specifically produced as a short video program, filmed independently after the daily *Xinwen Lianbo* broadcast. It employs vertical format with youthful, colloquial, and accessible commentary language, completely different from traditional TV news. This approach perfectly combines light short videos with in-depth news commentary, maintaining news importance, timeliness, and prominence while enhancing proximity and interest. By maximizing short video advantages, it caters to mobile users' fragmented reading habits and suits new media platforms, achieving successful communication for mainstream media in the new era.

### 1.3 Streamlined Production Process

Compared to the cumbersome traditional TV news production process, *Anchor Comments on News Broadcast* employs much simpler filming procedures. The program selects anchors directly from that day's *Xinwen Lianbo* broadcast, maintaining identical personal appearance and attire for visual consistency and scheduling convenience. Most episodes use the *Xinwen Lianbo* studio or its signature blue background as the setting, reinforcing brand identity while creating feelings of authority, trust, familiarity, and closeness, and eliminating the need to scout locations.

The program uses fixed vertical camera positions, aligning with audience mobile viewing habits while simplifying filming. During editing, large white-text-with-black-outline subtitles appear clearly at the bottom center, synchronized with

the anchor's voice. Simple images and videos are occasionally inserted to complement the narrative. For short videos, such clean simplicity is more appealing than cluttered, complex elements. Overall, the production process is notably streamlined.

#### 1.4 Appropriate Background Music

Traditional broadcast news prioritizes objective information delivery and rarely uses background music, as its emotional quality might introduce subjectivity and compromise objectivity, particularly in brief news segments. However, music is an important audiovisual language technique. As a commentary news short video, *Anchor Comments on News Broadcast* boldly incorporates subtle background music without dramatic fluctuations or high volume, ensuring it complements rather than dominates. This music alleviates news seriousness, prevents the commentary from becoming dry, meets audience emotional needs, enhances atmosphere, and evokes emotional resonance, creating more impactful content.

## 2. Innovative Strengths of *Anchor Comments on News Broadcast*

### 2.1 Popular and Youthful Expression

The program's immediate popularity stems largely from its refreshing news commentary language, contrasting sharply with the stereotypical image of anchors delivering solemn, standard pronunciation. While traditional news commentary language maintains media credibility and authority, mobile audiences increasingly reject this style in the internet era. *Anchor Comments on News Broadcast* abandons traditional seriousness for accessible, infectious, straightforward colloquial language, using popular and youthful expression to narrate, analyze, and comment on news events.

The program is popular without losing style, humorous without lacking substance, featuring memorable lines that include trendy internet slang, sharp political commentary, powerful rhetoric, poetic references, and casual conversational tones. For instance, anchor Kang Hui used "No Zuo No Die" to comment on Cathay Pacific; Hai Xia described Japan-South Korea relations as "mutually blocking and deleting each other"; Gang Qiang called U.S. defunding of the WHO "the U.S. making trouble again"; and Pan Tao discussed stabilizing pork prices by saying "we need to help 'Second Brother' escape the cycle of dramatic fluctuations."

Other popular expressions include "上头" (obsessed), "最靓的仔" (coolest guy), "真够水的" (truly superficial), "灵魂砍价" (soul bargaining), "羡慕嫉妒恨" (envy, jealousy, hatred), "奥利给" (awesome), and "YYDS 永远的神" (eternal god). These internet terms are used masterfully by anchors, with some "divine phrases" frequently trending on Weibo and compiled by netizens as "anchor quotes." Anchors also

employ widely popular homophonic puns and wordplay, such as using “嘉禾万事兴” (good harvest brings prosperity) in Jiaxing, Zhejiang, during the 2021 Farmers’ Harvest Festival, or saying “建立全民免疫需要每个人的‘臂’之力” (building herd immunity needs everyone’s “arm” of support) when promoting COVID-19 vaccination. Most memorably, Li Zimeng even sang “我们一起打疫苗，一起苗苗苗苗” (let’s get vaccinated together, miao miao miao) when discussing vaccination progress. This popular and youthful expression successfully communicates with young and mobile audiences, using simple yet interesting language to articulate positions, viewpoints, and attitudes.

## 2.2 Enhanced Narrative with Communication and Storytelling

Traditional news commentary is often perceived as rigid and serious, but this model no longer satisfies current audience needs. In today’s high-pressure, fast-paced environment, audiences prefer lighthearted approaches to news consumption. As a commentary news short video on new media platforms, *Anchor Comments on News Broadcast* breaks from standardized reporting to create an equal, relaxed communication atmosphere between media and audience. Compared to traditional news broadcasting and commentary, it emphasizes a narrative style rich in communication and storytelling, presenting news like storytelling from more accessible angles to gently guide public opinion.

For example, on May 22, 2021—a day of profound grief for Chinese people when Yuan Longping ( “Father of Hybrid Rice” ) and Wu Mengchao ( “Father of Chinese Hepatobiliary Surgery” ) passed away—anchor Li Zimeng delivered a somber commentary. She described Academician Yuan as “walking through barren lands, yet planting a ‘rice field’ in Chinese hearts where we can rest in shade,” and Academician Wu as “an indefatigable old horse, ferrying patients across the river of life.” She concluded: “Thank you for having been here. May this world become what you wished—‘free from hunger and cold.’ ” This narrative style, rich in storytelling, communication, and warmth, deeply moved audiences, evoking strong emotional resonance and enhancing content dissemination.

Visually, the vertical composition places anchors at the screen center, occupying the largest portion, while their delivery shifts from formal sitting to slightly forward-leaning “news-telling, story-sharing” posture with appropriate body language. This creates a relaxed, pleasant, and intimate psychological experience, making audiences feel as if anchors are having “face-to-face” conversations, effectively narrowing the distance between media and viewers.

## 2.3 Anchor Personification, Stardom, and Audience Fandom

*Xinwen Lianbo* anchors represent not only announcers and hosts but also the credibility and authority of official mainstream media. However, *Anchor Comments on News Broadcast* transforms anchors from “symbols” to vivid “individuals,” becoming affectionately known as “康康” (Kang Kang) for Kang Hui and “萌萌子” (Meng Mengzi) for Li Zimeng. Anchors combine their unique

identities and characteristics to comment on daily hot topics. For instance, during coverage of the “7·20 Henan Zhengzhou extreme rainstorm disaster” on July 21, 2021, anchor Hai Xia, as a Henan native, appeared without makeup to support her hometown, visibly worried and tearful. This highlighted their individual emotions and personalities, blending official authority with personal charm to enhance program affinity and help audiences receive information more effectively.

This emergence of personality traits lays the foundation for anchor stardom and audience fandom. The program clearly positions its audience as “fans” : in its first episode, Kang Hui addressed viewers as “Lianbo fans with good taste.” Subsequent episodes attracted not only brand fans from *Xinwen Lianbo* but also “anchor fans” drawn by individual charisma. In today’s “fan culture” environment, anchor stardom and audience fandom cater to young viewers’ preferences and broaden potential audiences on short video platforms. Unlike traditional media where audiences were passive receivers, new media audiences are also disseminators and secondary sources of influence. Fan-based audiences continuously forward and share content, creating chain reactions that expand information reach and provide strong support for program attention.

#### 2.4 Building a Distinctive Brand

In today’ s complex media environment with countless social media and short video platforms, diverse information creates significant impact on audiences. As media convergence accelerates, standing out in this “clamorous” era requires creating brand effects and distinctive identifiers. *Anchor Comments on News Broadcast* extends *Xinwen Lianbo*—China’ s most authoritative news program—into the all-media era. The familiar setting and anchors help the program break through numerous news short videos, gaining exceptional attention and influence.

The program has also created a highly recognizable slogan. Like variety shows that use thematic taglines for brand reinforcement, *Anchor Comments on News Broadcast* begins each episode with the opening line: “主播说联播, 今天我来说” (Anchor Comments on News Broadcast, I’ ll comment today). This catchy phrase echoes the program name, appears at each video’ s beginning with strong identification, highlights the brand, and helps audiences identify it among countless short videos. The repetition of this slogan in every episode continuously reinforces audience impressions, strengthening program attention and influence.

#### 2.5 Special Programs to Consolidate Audience Loyalty

While typically filmed in the *Xinwen Lianbo* studio or against its signature blue background, the program occasionally shoots in alternative settings based on content, special dates, or major events, creating “special episodes.”

For example, on September 23, 2021—the Autumn Equinox and Chinese Farmers’ Harvest Festival—anchor Hai Xia, as the festival’ s promotional ambassador,

filmed from the main venue in Jiaxing, Zhejiang, with rice fields as her backdrop while discussing harvest news. On October 17, 2021, Pan Tao delivered commentary about food while eating a boxed lunch backstage, showing his empty container to advocate for food conservation and the “Clean Plate Campaign.” On December 29, 2021, the year-end special episode integrated entertainment, commentary, and New Year wishes, opening with “主播说联播，今天我们一起说” (Anchor Comments on News Broadcast, let’s comment together today). Each anchor appeared in different settings—studio, backstage, outdoors—reciting poetry to connect major events of the year. During the 2022 Two Sessions, the program aired as “Two Sessions Vlog” featuring CPPCC member Hai Xia, who shared behind-the-scenes content from a delegate’s perspective, satisfying audience curiosity about aspects unseen in traditional TV coverage while sharing her experiences and commenting on related news.

These alternative settings create suspense and freshness, generating novelty and surprise that increases daily viewing anticipation. They further challenge the stereotypical image of serious, aloof news programs, making audiences more willing to watch and enhancing program favorability, successfully consolidating audience loyalty.

## Conclusion

In today’s rapidly developing internet environment, short video works emerge endlessly amid fierce competition. With characteristics of brief duration, fast dissemination, highlighted focus, strong creativity, and convenient production and distribution, short videos better meet contemporary lifestyle demands. News short videos, due to their special attributes, require higher standards than other short video types, emphasizing content authenticity, objectivity, and timeliness. Compared to traditional broadcast news, they demand different editing methods that combine news reporting with short video advantages, emphasizing innovation and change to deepen content depth.

*Anchor Comments on News Broadcast* employs vertical screen format, novel production, streamlined processes, and appropriate background music. It boldly innovates with popular and youthful expression, enhanced narrative communication, anchor personification and stardom, audience fandom cultivation, distinctive brand building, and special programs to consolidate loyalty. As a successful classic work among news short videos, it has positively promoted traditional mainstream media’s efforts to gain discursive power and guide values in the short video era.

In this era where everything is media, news short videos empower journalism. News media should uphold professional standards, assume their responsibilities, innovate communication methods, and produce quality content that satisfies audiences, gains social recognition, and meets national development and era needs with open attitudes and solid capabilities, thereby further enhancing media’s communication power, guidance, influence, and credibility.

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

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