

Exploring the Convergence of Traditional Television Media and New Media: Postprint on Short Video Production and Dissemination

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Abstract

With the ongoing development of Internet technologies in the contemporary era, new media has emerged accordingly. Within this domain, the production and distribution of short-form videos have gained tremendous momentum in recent years. In comparison to traditional broadcast television, short-form videos have experienced substantive transformations across content, production techniques, dissemination modalities, and various other dimensions. Traditional television media must therefore undertake prompt reform and optimization, shifting its paradigms to achieve effective convergence with new media short-form video creation and distribution. By building upon its inherent developmental advantages, this integration will facilitate the efficient advancement of converged media, thereby furnishing a more expansive prospect for the future evolution of the media industry.

Full Text

Preamble

Title: Exploring the Convergence of Traditional Television Media and New Media: The Production and Dissemination of Short Videos

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Abstract: With the continuous development of internet technology, new media has emerged, and short video production and dissemination within this landscape have gained remarkable momentum in recent years. Compared to traditional television media, short videos have undergone significant transformations in content, production techniques, and dissemination methods. Traditional media must undertake timely reform and optimization, shifting its mindset to

achieve effective integration with new media short video creation and dissemination. By building upon its own developmental strengths, traditional media can realize efficient growth in converged media, thereby providing broader space for the future development of the media industry.

Keywords: traditional television media; new media; short video; production; dissemination methods

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Introduction

The rise of internet technology has endowed new media with considerable development prospects, diversifying both the channels through which people access information and the means by which they disseminate it. Daily information and entertainment needs can now be met through new media client applications, bringing changes that pose certain challenges to traditional media. Traditional media must therefore transform and integrate with these new forms, combining their own advantages with new media formats and dissemination methods to create distinctive new models adapted to the current media environment. This process requires achieving an optimal fusion of traditional television media's strengths with those of new media, representing both the developmental direction and a new frontier for the future of the television media industry. In light of this, it is essential to realize better integration between traditional television media and new media, innovating media forms for information dissemination and enabling the efficient and rapid development of new media such as short videos.

Mobile short videos represent a new media form of the internet era, characterized by low production thresholds, simple operation, and rapid dissemination. Users can shoot and publish content directly through mobile intelligent terminals. Moreover, the barriers to access are relatively low. With improvements in mobile network speeds and reductions in data costs, an increasing number of users can watch short videos on mobile devices. Simultaneously, internet users' time has become increasingly fragmented, and short videos can maximally satisfy audience demands for anytime, anywhere viewing and analysis, resulting in relatively high user engagement. Short videos are primarily generated for social media to enhance efficiency and interactivity. Publishing mobile videos on social platforms enables information diffusion and extension across the internet.

Traditional media employs narrative-based dissemination methods, reporting news events according to journalistic principles. Short videos, by contrast, utilize grounded, planned, and procedural information generation and dissemination approaches. With strong visual appeal, mobile video has become a key direction for content innovation in the new media era, with many traditional media organizations expanding their short video operations based on existing foundations. The efficiency, immediacy, and convenience of mobile terminals have enabled news organizations both domestically and internationally to comprehensively explore this new domain of mobile video news reporting. In China, mobile short videos have formed a complete industrial chain, encompassing content production agencies, platform agencies, and integrated content-platform agencies. Content agencies are primarily represented by three major mainstream media outlets—China Media Group, People’s Daily, and Xinhua News Agency—as well as Zhejiang Video from Zhejiang Daily Press Group, “Our Video” from The Beijing News, “Pumpkin Video” from Southern Weekly, and Arrow Factory from Shanghai United Media Group. Among commercial agencies, Ergeng and Yitiao represent short video content production methods, distributing through multiple channels including the “two micros and one terminal” (Weibo, WeChat, and news client) and other platforms. Current platform agencies are mainly represented by Toutiao, Tencent, Kuaishou, and Miaopai, which can achieve high aggregation of short videos, support and optimize original content, and pursue comprehensive development along vertical and medium-scale platform pathways.

1. Short Video

Every short video employs a similar structural form to attract specific audience groups. In terms of production content, distinctive features and interactivity are essential. For external forms, content remains the core of the video. Contemporary audiences can autonomously select content, and short videos must leverage their flexibility, interactivity, and diversity to stand out from numerous options, forming memorable impressions that capture attention and achieve effective promotional impact.

3. Integration Development of Traditional Television Media and New Media Short Videos

3.1 Content

In terms of content evolution, short videos exhibit a pattern of being brief yet numerous. Their emergence has arguably inaugurated the era of video imagery. Nowadays, short video forms are diverse, widely applied and promoted based on advanced technologies such as internet, big data, 5G, cloud computing, and AI. As people’s time becomes increasingly fragmented, brevity and efficiency have become the main characteristics of current information dissemination. With relatively short duration and clear content, short videos align with contemporary

society' s fast-paced demands for information acquisition.

People' s acceptance of new developments can be divided into several stages: “awareness,” “familiarization,” “habituation,” and “recognition.” For short videos, this requires substantial content output to strengthen audience acceptance of relevant content. Each short video possesses a similar structural framework to attract specific audience groups. In content creation, distinctiveness and interactivity are crucial. While external forms vary, content constitutes the video's core. Modern audiences exercise autonomous content selection, and short videos must utilize their flexibility, interactivity, and diversity to emerge from vast quantities of videos, creating deep memory points that capture attention and gather popularity to achieve effective promotional results.

3.2 Production

Production technology has evolved with several distinctive features. First, regarding video picture quality, although short videos are typically under five minutes, their production remains relatively refined without lowered standards. However, due to the diversity of short video dissemination and low production thresholds with strong operability, video quality can be uneven. Video quality has become a critical factor in attracting viewers' attention.

Second, post-production is relatively flexible. Since most online audiences are young people, short video production must be lively, humorous, and personalized. Length considerations are reflected in post-production, which also demands relatively high control over visual rhythm to avoid 拖沓 (dragging). In terms of content selection, short videos' limited total duration requires relatively complete content expression, necessitating simple and clear material selection. Shot transitions require rapid switching, with each shot being concise while expressing complete meaning. Regarding subtitles, new media short videos feature innovative subtitle forms with more vivid and interesting presentation effects. Incorporating multiple subtitle formats can effectively prompt video content, enhancing viewability and liveliness.

In terms of music and sound effects, both traditional television programs and new media short videos assign significant importance to these elements. Adding music and sound effects enhances video vividness, highlights rhythm, maximizes emotional resonance, and stimulates viewers' emotional experiences. Sound effects can also prompt content, highlighting emotional transitions at content nodes. Short video production requires selecting appropriate music and sound effects based on video content to enhance rhythm while increasing interest and effectively attracting viewers' attention.

Dissemination methods have also undergone considerable transformation, achieving multi-channel dissemination across network platforms rather than being limited to television and traditional media. With numerous mobile software applications, selection has become more diversified, breaking temporal and spatial limitations and allowing users to choose preferred information ac-

ording to their habits. Interactivity has also improved. Traditional television audiences were passive information receivers unable to participate, whereas new media short videos enhance interactivity. When video content is uploaded to relevant platforms, creators can immediately receive viewer feedback and adjust content based on evaluations.

Timeliness has also increased. Traditional newspaper media requires editing and printing, while television programs need planning and production. New media short videos can enhance dissemination timeliness. Internet development has provided foundational conditions and platforms for short videos' birth and growth, and internet transmission characteristics have effectively accelerated new media information dissemination speed. First-hand news can be promptly produced and released. Given short videos' relatively brief duration and concise content, rapid news response is maximally reflected in production, and program content timeliness is maximally realized.

4. Integration Development of Traditional and New Media

First, training program efforts must be continuously increased. In the new media era, massive information resources, rapid dissemination speeds, and interactive modes provide entirely new experiences. Traditional information dissemination models can no longer satisfy people' s diversified information needs. On the transformation path, continuous exploration is required to adapt to new media development models under internet patterns. Increasing training on new media curricula can maximally enhance traditional television professionals' comprehensive mastery of new media knowledge, understanding of current media operation concepts, rapid acquisition of new media production and dissemination technologies, and improvement of relevant professional skills.

Second, content requires proper self-positioning. Traditional television media content needs innovative development, leveraging its own technical advantages to achieve better integration with new media. By capitalizing on its own strengths, television media can identify its position. Television media has accumulated substantial high-quality content and premium materials, forming considerable 底蕴 (depth) that constitutes the advantage of traditional media. Therefore, it is essential to fully utilize these advantages, combining accumulated content strengths with new media forms to produce high-level, high-quality video content that aligns with distinctive characteristics, enabling traditional media to forge a suitable developmental path.

Third, post-production technology needs enhancement. Diversified production methods should be employed to add different effects to video content, maximally satisfying audience sensory enjoyment demands and completing efficient information transmission. This process requires upgrading new media short video production technology, utilizing diversified production methods for development, and employing 多元化的 (diversified) production elements to enhance television programs, creating superior programs that stand out in the media environment

and achieve integration development between traditional and new media.

5. Beneficial Attempts at Integration Development in the New Era

Achieving high-level integration of traditional and new media requires attention to several aspects. First, it is necessary to break time limitations, using short videos as the entry point and starting point for convergence across various new media platforms.

Second, create live-streaming shopping formats. Television shopping has gradually been abandoned by the era, but in live-streaming activities, leveraging the internet to develop internet economic market potential according to audience requirements enables real-time explanation and detailed demonstration with strong interactivity, scene presence, and authenticity that can rapidly attract large numbers of fans. The live-streaming market holds considerable future potential and can become a breakthrough point for traditional television media and new media integration development.

In summary, against the backdrop of rapid current internet technology development, traditional television media development has faced certain impacts. Therefore, mindset transformation is required to achieve integration development across multiple levels including media content, dissemination channels, platforms, and developmental concepts. In response to current trends such as short video live-streaming e-commerce, multiple forms and aspects of integration innovation can be attempted. Throughout the integration development process, media bottom lines must be maintained and authority preserved.

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

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