

# Application and Prospect of Short-Form Video News from the Perspective of Media Convergence (Postprint)

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## Abstract

The emergence of short videos has profoundly transformed people's mobile social activities, enriching modalities of social entertainment while substantially broadening channels for information acquisition. It is foreseeable that short video news will become the mainstream of future mobile news products. This paper analyzes and discusses the application characteristics of short video news and existing problems within short video platforms. From the perspective of media convergence, it elaborates on specific application strategies for short video news and provides an outlook on its future development, aiming to promote the sustained and robust development of China's short video news industry.

## Full Text

### Preamble

#### Short Video News Applications and Prospects from the Perspective of Media Convergence

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**Abstract:** The advent of short videos has profoundly transformed mobile social activities, enriching entertainment options while expanding information access channels. Short video news is poised to become the mainstream format for mobile news products. This paper analyzes the application characteristics of short video news and existing problems on short video platforms. From the perspective of media convergence, it elaborates on specific application strategies and prospects for future development, aiming to promote the robust and sustainable growth of China's short video news industry.

**Keywords:** short video news; application characteristics; restricted interviewing; strengthened content; prospective analysis

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In the era of rapid converged media development, short videos have become a primary means of information acquisition for many. Brevity and conciseness represent the most significant characteristics of short video news, perfectly aligning with contemporary fast-paced lifestyles. Consequently, the shift from traditional print-based information dissemination to dynamic short videos represents an inevitable trend. In this internet-driven wave, traditional media must correctly recognize their shortcomings and limitations while organically integrating their strengths with the dissemination advantages of short video news to forge a sustainable development path.

## 1. Application Characteristics of Short Video News from the Perspective of Media Convergence

### 1.1 Fragmentation and Casualness

Short duration stands as one of the most prominent features of short video news, fundamentally explaining its nomenclature. Video content encompasses diverse genres—including entertainment, current affairs, and personal narratives—and despite brief production times, these videos represent condensed essence crafted by creators, resonating deeply with fast-paced modern lifestyles. This format accommodates “fragmented” information extraction patterns while satisfying individual needs through rich content variety. However, the episodic nature of short video dissemination cannot fully articulate complete event narratives or handle large-scale topics without segmentation, resulting in dispersed and fragmented presentation. This inherent limitation significantly dilutes the solemn atmosphere traditionally associated with news dissemination, instead accentuating strong entertainment value. Popular platforms such as Douyin and Kuaishou primarily feature original content, yet creators often prioritize volume over quality to attract followers, leading to excessive imitation, malicious hype, and substantial quality variations that ultimately harm long-term platform development.

### 1.2 Strong Infectiousness in Communication Effect

From a media convergence perspective, short video news exhibits three key characteristics: strong targeting, substantial influence, and powerful appeal—advantages that traditional news media cannot surpass. Describing short videos as “brief yet powerful” is no exaggeration; their direct thematic revelation enables viewers to quickly grasp creators’ intentions without extensive contemplation.

This approach delivers exciting, targeted content that prevents user attrition caused by monotonous material. Furthermore, short videos effectively stimulate user emotions and trigger resonance, thereby enhancing information absorption efficiency. Compared with traditional news broadcasting, short videos feature faster dissemination, broader reach, and greater inspirational capacity. While text-based news remains in the drafting stage, short video platforms can immediately deliver trending information to users, synchronizing with developing hot topics and substantially reducing news transmission delays. Unlike traditional text news, where editors' personal viewpoints may mislead audiences and influence public opinion, short videos mitigate this drawback by presenting highly targeted clips that facilitate user discussion and correct perspective formation. This approach not only prevents viewpoint manipulation and cyber violence but also enhances event transparency and satisfies users' desire for participation.

## **2. Existing Problems in Short Video Platforms**

### **2.1 Restricted Interview Rights for Online Media**

According to relevant regulations, all entities providing internet news information services to the public must obtain an internet news information service license. Without proper authorization or beyond licensed scope, such activities are prohibited. Short video platforms, as non-news organizations that republish current affairs news, lack exclusive rights to produce original political news content. Due to these restrictions on online interview rights, when platform content involves politics, military affairs, or similar topics, relevant authorities impose strict regulatory controls.

### **2.2 Fragmented Information Unable to Carry In-Depth Content**

While short duration and information fragmentation constitute advantages for short video news, these same attributes become disadvantages from a media convergence perspective. Short videos typically present news information through objective fact-stating, lacking in-depth exploration and analysis, thus failing to provide users with detailed and comprehensive news content. Deep information mining represents an essential component of traditional media—precisely why traditional journalism remains irreplaceable. To leverage short video news in driving traditional media transformation, the key lies in completely breaking traditional news structures rather than simply reducing their length. Moreover, continuous innovation serves as a crucial means for short video news to achieve long-term development under media convergence. Traditional media must avoid imitation and plagiarism, instead enhancing development and creative capabilities while adhering to real-time and on-site production principles. By promptly capturing needed yet scarce news materials, media organizations can attract greater audience attention.

### **2.3 High Proportion of User-Generated Content Lacking Professionalism**

The UGC (User-Generated Content) concept emerged from rapid internet development, making “everyone having a microphone” a reality. While UGC enriches information diversity, inadequate supervision and low professional thresholds frequently result in incorrect information or rumor proliferation. Traditional media primarily relies on citizen journalist teams nationwide for reporting sources, whereas short video news suffers from severe professionalism deficiencies—manifested through poor video quality or illogical content—representing critical weaknesses that cannot be ignored.

## **3. Application Strategies for Short Video News**

### **3.1 Facilitating Video-Based Transition for Users**

The arrival of the converged media era has fundamentally transformed information acquisition methods, with increasing numbers of users accepting short videos as substitutes for text-based communication. Psychological analysis reveals that people inherently prefer dynamic, colorful, and audible content—precisely what short video news provides, unlike print information. In this context, short videos have become a primary information source because their characteristics align perfectly with modern lifestyles. Short video news features brevity, strong targeting, and brief playback duration, significantly reducing production costs while saving resources and shortening production cycles. Additionally, unlike manually drafted text, short video production primarily relies on smart devices with simple processes, enabling even less-educated creators to produce content easily with software assistance. This reality makes the transformation of information dissemination methods under media convergence inevitable, presenting an entry point for innovative short video content development.

### **3.2 Strengthening Content Quality**

Although short video news represents a new product for the journalism industry, its substantial user base means content quality directly impacts user numbers and retention rates. The rise of new media undoubtedly poses higher challenges to traditional media while simultaneously creating more development opportunities. Traditional media maintains insurmountable advantages in talent resources and public recognition. Faced with new media’s tremendous impact, transformation represents the only path to long-term survival and development. To successfully transform, traditional media must establish dedicated professional short video news production teams for planning, production, and promotion to enhance quality and market competitiveness. Journalists, as professionals driving short video news development, must recognize this format as an entirely new journalistic structure requiring complete reconstruction rather than mere reduction of traditional frameworks. By continuously improving development and creative capabilities while adhering to real-time and on-site principles,

journalists can capture needed yet scarce news materials to attract greater audience attention. To gain broader support and trust, traditional media must not only pursue original content but also expand social channels, offering material rewards to citizens who contribute outstanding news materials. This encouragement motivates more people to upload high-quality, timely content, thereby enhancing media influence. Furthermore, traditional news organizations must deepen resource expansion by strengthening cooperation with new media short video production teams and reintegrating all resources to pave the way for successful transformation.

### **3.3 Fully Utilizing Social Advantages of Short Video News**

The high attention toward short video news stems from its robust interactive and social functions. Based on this, journalists should fully leverage these social advantages to construct a relationship network connecting short videos and audiences. This network both satisfies audience news requirements and obtains valuable feedback, enabling traditional media to comprehensively identify shortcomings in short video news production and implement corrective measures to improve quality and competitiveness. Additionally, traditional media can construct interactive platforms for audience communication by setting discussion topics and inviting viewers to jointly explore production quality. By maintaining strengths and actively correcting weaknesses, media organizations can further enhance short video news quality and strengthen their core market competitiveness.

### **3.4 Enhancing Comprehensive Qualities of Short Video News Practitioners**

Due to traditional television video production's long cycles and substantial resource consumption, whereas new media short video news creation requires strong timeliness, the production process must be flexible, rapid, and efficient. As primary executors, short video news practitioners must master comprehensive skills—including interviewing, aerial photography, and videography—while possessing high professional capabilities in shooting and interviewing. As mainstream media gradually advances toward smart media, achieving comprehensive innovation in both content and form requires highly capable video editors and reporters. Therefore, enhancing practitioners' comprehensive qualities proves crucial through the following approaches: (1) Cultivate short video thinking by reconstructing mental models to completely break free from traditional concept constraints and emphasize high-quality production; (2) Invite experts and scholars to conduct specialized lectures and guidance to elevate theoretical knowledge and practical operation skills; (3) Regularly select elite staff to attend training sessions and development forums to learn latest technologies and industry trends; (4) Strengthen university-enterprise cooperation by reforming relevant curricula based on actual development needs to cultivate applied talents and reserve more human resources for the long-term development of new media short video news.

## 4. Future Prospects for Short Video News

### 4.1 Streamlining Quantity and Optimizing Quality

Currently, the volume of short video news pushes represents the primary competition in the mobile short video industry. Taking Weibo as an example, Pear Video pushes approximately 40 short videos daily to the platform, while The Paper pushes around 20, yet only 3-5 videos exceed 5 million views. According to Pear Video's founder, its client pushes about 500 short videos daily, half of which are original. In the new media era, the internet is saturated with massive information that audiences cannot possibly digest completely. To stand out, content quality becomes the critical factor. Whether in traditional or new media eras, ensuring content quality remains the eternal truth for enhancing core competitiveness. Only high-quality short video content possesses the highest information value. To consistently maintain quality amid information overload, short video news must filter out redundant information, carefully select the most newsworthy and appealing content, present these high-quality videos to audiences, and promptly collect feedback to improve shortcomings and sustain user growth.

### 4.2 Introducing Media Partnerships

Short video news features low costs and rapid release, enabling quick collection and integration of all news materials while serving as a supplement to traditional media reporting. Therefore, from a media convergence perspective, organizations should fully leverage short video dissemination advantages by organically integrating them with news information. This combination aligns with internet-era communication characteristics and provides new development ideas for traditional media transformation. Short videos possess strong visual impact, enhancing presence through audio-visual integration to compensate for audiences' imaginative limitations and presenting facts intuitively and vividly. Based on this, traditional media can utilize its professional advantages—including publishing and interview rights—combined with short video strengths to facilitate successful transformation.

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

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