

## Postprint: Production and Communication Effectiveness of Short-Form News Videos in the Era of Converged Media

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### Abstract

The advent of the Internet environment and the development of computer network technologies have accelerated the arrival of the integrated media era. Against this backdrop, the media landscape has undergone significant transformations. News short videos, owing to their effective communication capabilities, have gained increasing popularity among the general public. However, although the quantity of news short videos in the current market has grown substantially, their quality remains uneven. Many news short videos suffer from various deficiencies in content and production methods, hindering their ability to effectively fulfill their communication potential. Therefore, this paper conducts a detailed analysis of the production pathways and communication effectiveness of news short videos in the integrated media era, aiming to provide guidance and reference for their production.

### Full Text

#### Preamble

**Title:** The Production and Dissemination Effectiveness of News Short Videos in the Era of Media Convergence

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**Abstract:** The advent of the internet environment and the development of computer network technology have accelerated the arrival of the era of media convergence. Against this backdrop, the media landscape has undergone significant changes, and news short videos have become increasingly popular among the public due to their excellent dissemination effectiveness. Although the number of news short videos has increased substantially in the current market, their content varies greatly in quality. Many suffer from deficiencies in content and production methods, making it difficult to effectively leverage their

dissemination potential. Therefore, this paper provides a detailed analysis of the production pathways and dissemination effectiveness of news short videos in the era of media convergence, aiming to offer guidance and reference for their production.

**Keywords:** media convergence era; news short videos; production; dissemination effectiveness

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## 1. News Short Videos in the Context of Media Convergence

As China's media environment evolves, the concept of media convergence has increasingly attracted attention. With the arrival of the media convergence era, news dissemination methods and pathways have overcome traditional limitations. The emergence of various new media tools and platforms has created more possibilities for news dissemination channels while significantly accelerating the speed of information transmission. As a new channel and format for news dissemination in this era, news short videos have gained widespread popularity in contemporary social life. However, some news short videos suffer from problems in their production methods and content, preventing them from maximizing their dissemination effectiveness. Future production of news short videos should adopt more advanced concepts and methods to create higher-quality news content [1].

From the emergence of news short videos, it is clear they are a product of both technological and epochal development. These videos integrate numerous media elements, such as sound, images, and text, making them more attractive to viewers. This special news format allows audiences to follow current affairs and breaking events while also enabling news commentary. News short videos carry large amounts of information within a short duration, satisfying public demand for news. The internet environment provides favorable conditions for their development, which has maintained steady growth over the years. However, current content is dominated by food, travel, beauty, and gaming videos. As demand for short videos grows, future production will extend into more fields, inevitably driving the vigorous development of news short videos [1].

## 2. Characteristics of News Short Videos in the Media Convergence Era

### 2.1 Timeliness

All types of news demand extremely high timeliness, requiring media organizations to present captured news information to the public as quickly as possible, enabling audiences to grasp the progress of news events immediately. In traditional media environments, relatively backward technology meant that journalists needed to organize preliminary materials and information manually, a time-consuming process that compromised news timeliness. However, the media convergence environment essentially eliminates timeliness issues. Advanced technology enables convenient information processing, giving news short videos in this era outstanding timeliness. Every audience member can enjoy news content while simultaneously acting as a publisher of breaking news. This characteristic extends the dissemination pathways and broadens the reach of news short videos [2]. Since the arrival of the media convergence era, some media organizations have increasingly recognized the prominent role of news short videos. In their production process, they select content according to public demand, which not only leverages the timeliness advantage but also enhances social recognition and influence.

### 2.2 Conciseness

News short videos in the media convergence era also exhibit conciseness. In the information age, people live at a fast pace, with many consuming news content during fragmented time slots. To maximize dissemination effectiveness, media professionals must consider this audience characteristic. Therefore, news short videos demonstrate conciseness, enabling audiences to receive the most valuable information within limited time. To achieve this, producers must grasp the core of news events during production, focus on content and method innovation, extract the most valuable information, and deliver it to audiences in the shortest time possible through the application of multiple elements [3].

### 2.3 Innovativeness

News short videos in the media convergence era also feature significant innovativeness. This new media format overcomes substantial limitations of traditional news forms. Professional producers consider audience characteristics and feedback, making their videos more responsive to people's needs. As competition intensifies in the news short video sector, producers increasingly emphasize innovative thinking in content and production methods, resulting in more innovative final products that better align with public aesthetics and demands, providing audiences with quality news experiences.

## 2.4 Diversification

News short videos also demonstrate diversification. In traditional media environments, news forms and content were very limited. However, the media convergence era, with its application of new technologies, tools, and methods, has reduced restrictions on both video content and themes. Producers can integrate different content and sections according to audience needs during production, creating more attractive video content. For example, Beijing ByteDance Company possesses unique advantages in short video production. Its “Douyin” platform serves as a major short video creation platform widely popular in the current market.

## 3. Dissemination Effectiveness of News Short Videos in the Media Convergence Era

### 3.1 Providing Valuable Information

A major manifestation of news short videos’ dissemination effectiveness is their ability to provide audiences with rich and diverse information. Viewers can extract relevant information, insights, and perspectives while watching various short videos, fully satisfying contemporary demands for news timeliness. For news work, content is the eternal pursuit. Only by ensuring content completeness and comprehensiveness can media organizations gain competitive advantages and user popularity in the fierce market. Traditional media, as PGC providers, can guide users to follow the latest information. In the media convergence era, with modern technologies like big data applied to short video platforms, the platform recommends relevant content based on users’ browsing habits and interests while they browse information. The richness of news short video content enables them to provide users with more valuable information.

### 3.2 Eliciting Emotional Resonance

The dissemination effectiveness of news short videos also manifests in their ability to trigger emotional resonance among audiences. In today’ s internet environment, many events touch people’ s hearts, and high-quality content can evoke empathy and sympathy. Through extensive sharing, such content can prompt public attention to hot news events and participation in discussions about them. During Thanksgiving 2017, the short video advertisement “Someone Always Loves You Secretly” achieved phenomenon-level viral spread across internet platforms. This video, less than five minutes long, used five character stories to trigger ideological resonance, prompting automatic sharing upon release [4].

## 4. Production of News Short Videos in the Media Convergence Era

### 4.1 Content Design

To maximize the dissemination effectiveness of news short videos in the media convergence era, media professionals must prioritize content design, strictly adhering to commercial operation thinking to innovate content design concepts and methods, thereby satisfying audience content needs. During the content design phase, professionals should summarize characteristics of various news themes and editing styles, select appropriate news dissemination forms based on content, and then conduct news theme positioning to grasp content from an overall perspective. If news short video producers consistently work with the same type of news theme, they must first establish product theme positioning, determine video duration based on precise positioning, and then edit and process collected news materials, extracting content under theme guidance to establish connections between news facts and social value. In the current media convergence environment, producers typically adopt a comprehensive analysis approach that integrates design elements, material collection, theme editing, topic processing, and product promotion, making detailed adjustments and optimizations based on this analysis.

### 4.2 Presentation Methods

In news short video production, presentation methods also affect final dissemination effectiveness. By endowing videos with social value through unique presentation methods, producers can leverage their dissemination effectiveness. When assigning social value to news short videos, producers must start from audiences' basic news needs to conduct targeted content design, making products more attractive. Additionally, social value assignment requires strengthening technical application and combining modern technologies with narrative methods to advance presentation innovation. For example, for news short video products using the same material, producers should select presentation methods and techniques based on differential analysis of themes and topics [5]. Naturally, presentation methods in the media convergence era are also diversified. Producers can apply sound transformation, sound effect addition, scene contrast, and layered expression to diversify presentation techniques, creating varied video presentation effects based on original editing.

### 4.3 Technical Processing

News short video production in the media convergence era also requires strengthening the application of modern technologies to achieve optimal video presentation effects. The selection of technical processing methods should be based on news forms. Under current conditions, processing technologies for news content and news forms show high similarity, meaning that high coordination between news processing technology and software processing technology in news short

video production can produce better final presentation effects. Based on relevant experience in news short video production technical processing in the media convergence era, techniques such as “capturing details,” “adding dynamic elements,” and “lens transformation and emotional coordination” are commonly applied. However, some detailed aspects require complementary processing methods to strengthen detail expression. As demands for news short video production quality increase, when perspective lenses or motion lenses are used, corresponding detail adjustments are needed to maintain rhythm consistency between video form and content, thereby achieving both dissemination effect and effectiveness.

#### 4.4 Diversified Topic Selection

Content is key to news short videos’ success. Therefore, producers should conduct diversified topic selection in the media convergence environment, choosing novel topics from various options and utilizing diversified presentation forms. In traditional media environments, news broadcasting had strict requirements, demanding solemnity and seriousness from anchors or reporters. With the arrival of the media convergence era, to effectively increase news short video audiences, producers must ensure topic novelty to attract more viewers during production. Novel topics must also be presented in advanced forms. Many news short videos combine visuals with narration, but under current conditions, some special news content can adopt narration-free video formats. Alternatively, first-person perspective can be used to enable emotional resonance between producers and audiences, prompting reflection on news events behind the stories. Although narration-free video formats are relatively novel, they require creators to authentically record and restore various on-site sounds during material collection, enabling effective presentation of sound elements during production [6].

#### 4.5 Emotional Integration

The media convergence era has introduced new requirements for news video production. To improve production quality and evoke emotional resonance among viewers, producers must emphasize emotional element integration during production, enhancing video appeal from subtle details. Compared with traditional media, short videos require clear lenses and delicate emotions during playback. To improve production quality, creators must work hard on character development and item detail control, using special shooting techniques for special characters and items to enhance visual effects. Additionally, video producers must emphasize lens transformation, enabling audiences to sense conveyed emotions through lens changes during viewing. The openness of the internet environment makes short video formats more readily accepted by the public. To improve quality, video producers must skillfully apply various lenses and techniques during shooting. For example, using first-person perspective and close-up shots not only improves video fluency but also enables audiences to view issues from the producer’s perspective, triggering emotional resonance and reflection. Given the relatively short duration of news short videos, producers must strengthen shoot-

ing technique application during emotional integration, using flexible shooting skills to convey emotions at different levels.

#### 4.6 Innovating Dissemination Platforms

As a special news format, news short videos require dissemination platform innovation to realize their social value. All video producers should keep pace with development requirements in the media convergence era. Under current conditions, media convergence platforms and channels still have certain deficiencies, creating obstacles for new media short video production and dissemination. In future development, news short video production must adapt to media convergence era requirements, and media organizations must innovate channels based on existing dissemination channels, maintain channel diversity, and effectively extend original media convergence dissemination pathways to ensure comprehensive realization of news short videos' dissemination effectiveness.

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#### Author Biography

Li Shisheng (1977-), male, from Wuhan, Hubei, holds a bachelor's degree, works at the Party Committee Propaganda Department of Wuhan Institute of Technology. Research interests: photography and videography, video editing and compositing, news communication, and film and television creation research.

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

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