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## A Preliminary Study on Short Video Planning and Dissemination (Postprint)

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### Abstract

Short videos, as one of the important new media communication forms most readily accepted by audiences and that “guide the masses and serve the masses,” are receiving increasing attention from media at all levels; as a key focus for county-level converged media centers to deepen integration and enhance their capabilities, it is imperative to emphasize content planning and publishing, brand effect utilization, and communication impact of new media short videos.

### Full Text

#### Preamble

##### On the Planning and Dissemination of Short Videos

*(Jiaozhou City Media Convergence Center, Jiaozhou, Shandong 266300)*

**Abstract:** As one of the most accessible new media formats for audiences and a crucial vehicle for “guiding and serving the masses,” short videos have garnered increasing attention from media organizations at all levels. As a key focus for county-level media convergence centers to deepen integration, it is essential to emphasize content planning and publication of new media short videos, leverage brand effects, and enhance communication impact.

**Keywords:** media deep integration; short video planning; brand effect; mainstream values

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### 1. The Opportune Moment for County-Level Media Convergence Centers to Develop Short Videos

Short videos, as defined by Baidu Baike, refer to video content ranging from a few seconds to several minutes that is broadcast on various new media platforms

and suitable for viewing on mobile devices during brief leisure periods. Due to differences in viewing devices and limited time, short video content is typically concise and succinct, aligning with users' 随时随地 (anytime, anywhere) reading habits and reducing the time cost of information acquisition. We should have a fundamental understanding of short videos: they are brief, feature simple filming and production processes, and allow universal participation. However, these very characteristics have also led to homogenization and vulgarization in current short video platform content, severely affecting the communication environment and mainstream public opinion landscape, and confusing audience perceptions of worldview, life philosophy, values, and aesthetics.

President Xi Jinping has pointed out that “if we do not occupy the ideological propaganda front, others will.” We must be problem-oriented, reach for the heights while staying grounded, strengthen our “backbone,” fill our “gaps,” and reinforce our “foundation,” extending our work into all aspects and covering all populations. With the proliferation of smartphones, tablets, and other mobile terminals and the rapid coverage of 5G networks, mobile devices have become the primary means for people to access information online. As the mainstream media at the county level, county media convergence centers must develop and strengthen short video planning and creation as a primary component of media convergence development. As grassroots media organizations, county media convergence centers possess significant advantages for short video creation.

First, it is highly necessary. As grassroots news units and official mainstream media within their jurisdictions, county media convergence centers bear the social responsibility of “guiding and serving the masses” and shaping socialist core values. As the mouthpiece of the Party and government and a platform for communicating with the masses, they play an important role in disseminating positive energy and promoting new social trends. Second, they have the capability to produce high-quality short video works. Most county media convergence centers are integrated from local television stations, newspapers, and other media platforms, giving them unique advantages in planning, filming, and video production compared to other self-media entities. As grassroots news units, they possess rich experience and unparalleled competitiveness in news gathering and editing, cooperation with Party committees and governments at all levels, and long-term engagement with grassroots communities and the masses. Third, they have a large team of grassroots news professionals who love journalism and possess professional editing skills—this is the most valuable asset compared to spontaneously formed short video production teams. All news editors at county media convergence centers work at the most basic level, giving them superior access to information, perspectives on identifying issues, meticulous video production, comprehensive and in-depth content, and authoritative publication capabilities that other short video production teams cannot match. For instance, county media convergence center reporters often have exclusive access to government press conferences, key project construction sites, and important event venues. During the Shanghai Cooperation Organization International Investment and Trade Expo, the Jiaozhou Media Convergence

Center leveraged its unique advantages to produce exclusive releases such as *Countdown to the SCO Expo*, *How Citizens Can Participate in the Expo*, *Dressing Up to Welcome the Expo*, *Smiling to Greet Guests from All Directions*, and *The Technological Power of the SCO Expo*, creating a favorable public opinion atmosphere in society. Other exclusive short videos like *Jili Satellite Internet Project Breaks Ground*, *Shanghe Ruyi Lake Beach Park Opens*, *Medical Team Returns from Hubei Support Mission*, and *First COVID-19 Patient Recovers and is Discharged* all played important roles in “guiding and serving the masses.”

## 2. Emphasizing Content Planning for Short Videos

Content is king—not only for television, newspaper, and radio works but also for new media works including short videos. Only when content is authentic, fresh, and credible will audiences be willing to watch, share, and like it. As a key focus for county media convergence centers to deepen integration, content planning for new media short videos must be prioritized.

Era development has brought new communication technologies and environments, profoundly changing the media landscape. When presiding over the 12th collective study session of the Political Bureau of the CPC Central Committee, General Secretary Xi Jinping emphasized that with the continuous development of all-media, we now have full-process media, holographic media, full-staff media, and full-effect media. Information is ubiquitous, all-encompassing, and used by everyone, leading to profound changes in the public opinion ecology, media landscape, and communication methods, and presenting new challenges for news and public opinion work [2]. As a county media convergence center, the Jiaozhou Media Convergence Center concentrates resource advantages from local radio, television, newspapers, and new media platforms, controlling the county’s important news resources, government information, and current affairs. Therefore, it possesses unique advantages in producing high-quality content across political, economic, social, livelihood, cultural, culinary, technological, sports, street interview, and public welfare education themes. The breadth and depth of county media convergence center journalists’ coverage and their social responsibilities far exceed those of other self-media communicators.

Admittedly, county media convergence centers have inherent deficiencies in personnel structure, knowledge reserves, and ability to accept new things compared to other self-media entities. Most staff are former employees of traditional media like television stations and newspapers, making them slightly rigid and inadequate in flexibly applying internet thinking and language, as well as in diversifying reporting modes, flexibly using reporting language, ensuring content timeliness, and enhancing interactive effects. To rapidly adapt to the new media development landscape, the Jiaozhou Media Convergence Center has prioritized occupying emerging media platforms, implementing a mobile-first strategy, strengthening the construction of various new platform terminals, and adhering to integrated planning, one-time collection, multi-format production, and multi-terminal distribution. It has integrated reports across newspapers, television,

websites, WeChat, and apps, concentrating mainstream media resources on its client and amplifying voices through various promotional channels to continuously expand mobile terminal coverage and influence while enhancing communication timeliness and effectiveness.

For important county news, the Jiaozhou Media Convergence Center combines monthly key planning, weekly planning, and morning meeting planning to promptly identify priorities and plan, film, and edit important short videos. In 2020, facing the sudden severe pandemic, medical staff in white coats marched in reverse direction to rescue lives. Jiaozhou Central People's Hospital organized 26 medical personnel to depart overnight for Wuhan's anti-epidemic front line. To comprehensively reflect their work and life in Wuhan, the Jiaozhou Media Convergence Center planned and produced a series of short videos. Among them, *Police Escort with Highest Honor to See Off Medical Team* received 99,000 likes, not only promoting the benevolent medical spirit in society but also establishing a good media image among the people. Additionally, concerning the construction of the new Jiaozhou Airport that citizens cared about, the Jiaozhou Media Convergence Center promptly planned and produced *Test Flight Successful! Civilian Aircraft Lands for First Time at Qingdao Jiaozhou International Airport*, which achieved 201,000 views and 5,599 shares on video platforms. When Qingdao Degute Energy Conservation Equipment Co., Ltd. held its stock code launch ceremony in Shenzhen, frontline reporters transmitted video back and the new media department released it within five minutes, reaching 75,000 views on Douyin. From April 26-28, 2021, the Shanghai Cooperation Organization Local Economic and Trade Cooperation Qingdao Forum and SCO International Investment and Trade Expo were held in Jiaozhou. Around this major conference, the center planned over 20 short videos covering countdown, atmosphere building, citizen experiences, and technological elements, all achieving excellent results. Among them, *SCO Expo Countdown 2 Days: Exhibits Arriving Successively* resonated strongly among county officials and the public, with 8,077 shares and 187,000 views within one day, creating a strong expo atmosphere. The *Beautiful Jiaozhou* series, planned according to public interest in seasonal flower viewing and tourism, also received extensive forwarding, likes, and comments from audiences.

### 3. Emphasizing Title Creation and Refinement for Short Videos

Titles are the eyes of news. While short video content itself is important, before audiences see the video, the title's guiding role is crucial. What kind of title can attract people, catch their attention, be memorable, make them willing to open and watch, and motivate them to like and share? The title plays a significant role. Examining high-view videos on video platforms and Douyin reveals that well-refined titles are particularly attractive. High-view short videos share a common characteristic: exceptionally eye-catching and vivid titles.

How can title appeal be enhanced? The Jiaozhou Media Convergence Center has conducted preliminary explorations. First, short video titles should be concise, ideally within 10 characters. Long titles displayed on videos make readers uncomfortable. Titles such as *Wheat Waves Rolling, Harvest in Sight, Struggling Youth is Most Beautiful, Brave Dream Chasing Leads to Success*, and *Jiaozhou Medical Team Returns from Hubei* are all brief, direct, and effective. Second, short video titles should emphasize emotional appeal. Emotionally moving content touches people and retains followers. To touch fans' hearts, emotional elements must be injected into titles, giving them feeling and life to truly "move people with emotion." The title *Highest Honor: Saluting Heroes Who Went Against the Tide* conveys the journalist-editor's emotions, with words like "highest honor" and "saluting" expressing sentiment that resonates with audiences. The title *Full of Positive Energy: Jiaozhou Bus Driver and Passengers Join Hands to Rescue Overturned Vehicle* encapsulates the journalist's positive energy and elicits emotional identification from fans. Third, short video titles must be accurate. Truth is the lifeblood of news, and as a news format, short video titles must accurately convey the main information without deviation or personal bias, being complete, clear, appropriate, and fitting. Titles such as *First Day of Gaokao: 4,022 Jiaozhou Students Enter Exam Halls, Jiaozhou Party History Museum Receives Precious Historical Materials, Jellyfish in Shanghe Sea! Did You Notice?*, and *Test Flight Successful! Civilian Aircraft Lands for First Time at Qingdao International Airport* are all highly accurate, satisfying audiences' desire for accurate news information.

#### 4. Leveraging Brand Effect to Expand Short Video Influence

Short videos pushed by *People's Daily* gain popularity through brand effect. For example, *Today, We Salute Workers* (May 1) and *Voices of Youth in the Age of Awakening* (May 3) both achieved 100,000+ reads. Brand value recognition makes them focal points for reading, following, liking, and sharing. As a county media convergence center, the Jiaozhou Media Convergence Center also has its own brand advantages: it is the only official mainstream authoritative media locally with authentic and reliable short video sources; it has professional journalists who capture the most authentic footage from the front lines; its anchors are household names whose appearance or voice-overs make short videos more approachable; the content often features local people, local events, and policy interpretations that serve the masses, generating high public attention—these are all brand advantages.

How can brand advantages be transformed into short video influence? The Jiaozhou Media Convergence Center has conducted preliminary explorations. First, it emphasizes planning. At daily morning meetings, newspaper, television, and new media journalists gather to discuss topics suitable for short videos, requiring reporters to transmit video footage from the front lines and meeting venues immediately to ensure the public receives the most authentic information

promptly. After releasing *Qingdao Jiaozhou International Airport Toll Station Opens Today*, the video achieved 122,000 views, and *Qingdao Qiushi Vocational College New Campus Settles in Jiaozhou Puji* reached 44,000 views. Second, it emphasizes the role of journalists in discovering news from the front lines. High-quality video materials such as *Jiaozhou Archives Receives Precious Historical Materials*, *Shanghe Ruyi Lake! Jiaozhou People Have Their Own Beach, Come Check It Out!*, *Jiaozhou 55-Year-Old School Bus Driver Carries “Frozen” Boy to School for Two Years*, and *Jiaozhou Has Its Own “Li Jiaqi” ? How Does This “High School Student” Enjoy Doctoral Treatment?* all come from fresh material obtained through frontline interviews. Third, it fully leverages the role of anchors. Short videos such as *The Technological Power of the SCO Expo*, *Editor Takes You Through SCO Expo Pavilions*, *How Citizens Can Participate in the SCO Expo*, and *Grass is Growing and Warblers Flying, Berry Good Times Await You* are all narrated or recorded on-site by anchors. These localized materials featuring good people and good deeds from around the community immediately gain audience favor, enhancing the intimacy and approachability of short videos. These unique brand advantages of county media convergence centers enhance the communication power, guidance, influence, and credibility of short videos.

## 5. Emphasizing the Communication Effects of Short Videos

While disseminating information, short videos shape people’s worldviews and values through new social circles formed on mobile platforms. Habermas argued that in modern society, individuals develop language and thinking abilities through communication: “The ego is not treated as an object of cognition as in reflective relationships, but as a subject formed through participation in language interaction, possessing language competence and behavioral capacity” [3]. Party media belong to the Party. County media are grassroots media led by the Party, serving not only as the propaganda mouthpiece for local Party committees and governments, a platform for the masses to express demands, and a channel for public opinion, but also as important carriers for shaping socialist core values, playing a significant role in consolidating and expanding grassroots ideological and cultural propaganda positions. As mainstream media, we should follow the mainstream trend of short videos, leverage the development opportunities they present, integrate mainstream values into short video platforms, and disseminate mainstream values through short videos. The short video product *Anchor Comments on News Broadcast* launched by China Media Group conveys mainstream values in a more down-to-earth manner that is easily accepted by audiences and better suited to the communication ecology of the short video field.

As a county-level mainstream media organization, the Jiaozhou Media Convergence Center particularly emphasizes the communication effects of short videos in shaping people’s worldviews and values. Short videos promoting socialist core values are also a key focus of our planning, filming, production, and dis-

tribution, achieving excellent results. For each holiday, the center' s planned dissemination videos subtly promote socialist core values and are well-received by audiences. Short videos released on Learn from Lei Feng Day, International Women' s Day, May Day, and Youth Day all became viral hits in Jiaozhou citizens' social circles. Douyin videos promoting socialist core values have been widely recognized by audiences. *Positive Energy in the Rain: Jiaozhou Young Man Barefoot in Water Removes Safety Hazards* received 8,337 likes. The series of Douyin promotions by internet celebrity Meng Daxin provided excellent annotations and dissemination of socialist core values. *Struggling Life is Most Beautiful! Brave Dream Chasing Leads to Success!* achieved 648,000 views and 16,000 likes, while *Visiting Douyin Celebrity: Inspirational Couple Has Many Stories* reached 219,000 views, creating a strong public opinion atmosphere and becoming a trendsetter for guiding public opinion.

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

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