

Exploring the Development Direction of Online Video Editing in the Context of All-Media Development in the New Era (Postprint)

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Abstract

With the gradual strengthening of China's national power and the continuous improvement of its citizens' quality, cultural demands among the populace are increasingly elevated, particularly manifested in the realm of modern advanced technological standards. The application of editing work in traditional media remains insufficient, necessitating continuous self-innovation to address the needs of the new all-media era, thereby giving rise to online video as a novel media form. Currently, online video development is advancing rapidly within this process. While various issues inevitably emerge during this developmental trajectory, they also represent significant opportunities. How online video can better adapt to the new challenges posed by this new media landscape has become a matter of particular concern among practitioners. Through continuous refinement and advancement within this industry, early problems such as low-quality content and homogenization have gradually been ameliorated. In the face of the current new media environment, the development and improvement of online video has become an urgently needed research topic. The author's daily work involves producing substantial volumes of video, image, H5, and animation content utilizing AE, PR, PS, H5, non-linear editing software, and other tools, encompassing shooting, planning, promotion, and dissemination. This paper takes the content format of online video, particularly the currently popular short video format, as its starting point, and combines the author's grassroots frontline work experience to conduct a preliminary analysis of the current development and innovation of online video, and to explore and dissect online video editing work.

Full Text

Research on the Development Direction of Online Video Editing in the New Era of All-Media Development

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Abstract: With China's growing national strength and improving public quality, cultural demands have risen significantly, particularly regarding modern technological advancements. While editing work was not extensively applied in traditional media, the all-media era necessitates continuous self-innovation, giving rise to online video as a new media form that is currently experiencing rapid development. Although this developmental process inevitably encounters various challenges, it also presents significant opportunities. How online video can better adapt to these new challenges in the media landscape has become a major concern for practitioners. As the industry continuously improves and progresses, early issues such as lowbrow content and homogenization are gradually being addressed. In the current new media environment, the development and refinement of online video has become an urgently important research topic. The author's daily work involves producing numerous videos, images, H5 pages, and animations using software such as AE, PR, PS, H5, and non-linear editing systems, including shooting, planning, and promotion. This paper uses online video—particularly the currently popular short video format—as a starting point, combined with the author's frontline work experience, to briefly analyze the current development and innovation of online video and explore online video editing practices.

Keywords: video editing capability; video editing technology; characteristics of online video; social interaction

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In the new era, all-media video editors must thoroughly implement the policies and guidelines of the Party and the state, uphold correct guidance of public opinion, and always remember the principle that “wherever the people are, that's where the focus of propaganda and ideological work should be.” Centered on the people, they should build social consensus online and disseminate positive and uplifting information. In this environment, traditional media workers should adapt to the trends of the times, proactively enhance their professional competence, and learn new skills to meet the increasingly competitive new media landscape. The all-media era presents both higher challenges and opportunities

for all media professionals.

1.1 History of Online Video Development

Online video in China can be traced back to 2006, when nearly 300 video websites emerged within a short period. However, this boom was short-lived, and industry attention and investment quickly dwindled. After five years of market consolidation, fewer than 50 recognizable video websites remained by 2011. Amidst these fluctuations, the communication value and commercial potential of online video gained broader recognition, and it has since developed into an important online medium.

Online video is defined as audio-visual files provided by service providers for live streaming or on-demand playback through specific media players. Independent players are essential for online video distribution, with formats including avi, rmvb, flv, mp4, among others.

1.2 Current Status of Online Video Development

According to the 47th “Statistical Report on China’s Internet Development” released by the China Internet Network Information Center (CNNIC), as of December 2020, China’s online video user base reached 927 million. In the information age, everyone can become a creator and disseminator of online video, whether covering social hotspots or various on-site emergencies. As non-professional participants, they play a significant role in reporting current events.

The audience for online media exhibits distinct characteristics compared to other media: they are individualistic, young, fashionable, willing and quick to accept new things, and eager to express their opinions. Online video audiences particularly enjoy expressing emotions, showcasing their talents, and sharing with others.

1.3 Development of Online Video

In the early stages of online video development, inadequate supervision led to a mixed landscape of platforms, with neither content quality nor promotional effectiveness guaranteed. Current online video editing approaches increasingly incorporate originality and sharing features. According to incomplete statistics, the market share of Kuaishou, a short video platform that has gained massive popularity, reaches 13.55%, with over 800 million daily views and more than 90 million users, achieving 32.53 million monthly active users. These figures not only demonstrate the success of Kuaishou’s short video content but also illustrate the rapid advancement of online video development. The platform’s positioning— “Kuaishou, embracing all kinds of life” —encourages more people, especially young people, to record and share life’s moments. This positioning requires creators to think innovatively and individually, and the integration of these creative approaches with product positioning has enabled Kuaishou to gain widespread acclaim across all age groups shortly after its launch.

The development focus of online video has gradually shifted toward short videos, which exhibit several main characteristics: First, penetration rates have increased substantially. China's internet penetration rate has now exceeded 50%, with significant growth across all age groups. Moreover, short videos demonstrate unique features in dissemination and interaction that differ greatly from traditional media, transforming how people access information. Second, they are highly functional. Advances in network technology have driven media innovation, allowing people to instantly obtain news through mobile phones, tablets, and other mobile devices, while users can also express their views anytime. Online short video news has become a large platform for social interaction. Third, timeliness has greatly improved. In the 4G era, internet speeds have increased considerably while costs have decreased, and the ongoing rollout of 5G networks will further satisfy user demands. Additionally, short video platforms are thriving, including but not limited to Douyin, Kuaishou, and Weishi, providing users with ample choice and stimulating their creative interest.

3.3 Achieving Social Interaction

Nowadays, an important new function of online short video news is social interaction—a welcome change from traditional media's closed loop of content production and consumption. Now, audiences can communicate and interact anytime and anywhere, bridging the gap between creators and viewers and using short video news as a bridge for connection. Media organizations can pose relevant questions based on published content to enhance interactivity, providing audiences with better viewing experiences. For example, at the recent National People's Congress, a delegate proposed extending the Spring Festival holiday. Subsequently, short video platforms like Douyin, Kuaishou, and Weishi launched related discussions, such as “Do you support extending the Spring Festival holiday?” which elicited enthusiastic responses and expressions of opinion from viewers. This demonstrates that social interaction can better increase user stickiness and facilitate dissemination.

4. Techniques and Exploration of Online Video Editing

As a practitioner engaged in online video editing at a converged media center, the author offers the following analysis and summary based on personal work experience.

4.1 Upholding Quality Standards In today's booming short video landscape, creators should leverage new media advantages to attract more users and facilitate dissemination. While conventional wisdom holds that online short videos should focus on social hotspots, maintain high topical relevance, and ensure timeliness to provide the latest information, rising public expectations mean people no longer passively accept information. This scarcity of firsthand news materials has led platforms to empower audiences as disseminators, using mobile phones and DV cameras to record what they see and hear, thereby

greatly enhancing content originality and timeliness.

Editing is a crucial part of video news production. Video materials are typically obtained through self-collection by practitioners or communication with other media. Editors must use professional software to process content, selecting and refining footage to produce final pieces. Throughout this workflow, effectively identifying and utilizing shots is a key factor demonstrating editorial competence.

Shots must also maintain political awareness. All-media remains the Party' s media, and correct guidance of public opinion must be upheld in all aspects. Practitioners must maintain strict self-discipline and always remain politically vigilant.

Content should also keep pace with the times and focus on current hotspots. For example, the Jilin Province Huadian City Converged Media Center produced short videos such as “Unity is Strength in Fighting COVID-19,” “Fighting the Pandemic Together,” and “Rejecting Barbarism, Saying No to ‘Wild Game’ ” to address pandemic prevention and control. The center also produced videos reflecting the spirit of the new era based on excellent traditional Chinese culture and socialist core values, including “Creating a Civilized City, Building a Beautiful Home,” “Civilized Dining, Thrifty Habits,” “Be a Civilized Person, Create a Civilized City,” “Civilized Travel, Caring for Others,” and “Civilized Tourism, Happy Travel.”

4.2 Practicing “Content is King” In the current environment, many individuals and platforms seeking likes and followers fall into the trap of compromising short video quality, which hinders the development of video in news communication. For healthier and more sustainable development, short video news practitioners should take a long-term perspective and proactively improve video quality, conveying correct worldviews, outlooks on life, and values while disseminating positive, socially beneficial content that properly guides public thinking. These measures will maximize short video value and enable short videos to play a greater role in promoting social development.

4.3 Making Good Use of Live Sound Video news is an art form combining sound and image, both equally important and deserving attention. During editing, visuals and audio should complement each other to make videos more vivid, authentic, and engaging. Video audio sources include narration, dubbing and music, live sound, and synchronous sound. For practitioners, effectively utilizing synchronous and live sound is particularly crucial.

Generally, synchronous sound refers to audio recorded simultaneously at news scenes or interview sites, including reporters on camera, interviewees, and interview audio. Live sound refers to immediate sounds from news scenes, such as birds chirping in fields, trains whistling past, or music from street sprinklers. Vivid and authentic synchronous and live sound outweighs narration and

dubbing, serving as evidence of video news authenticity and representing the most distinctive advantages of video news. Proper use of synchronous and live sound will 拉近与观看者的距离 (bring creators closer to viewers), greatly enhancing information' s emotional impact and power.

4.4 Controlling Pace In the new media era full of opportunities and challenges, people' s acceptance of video has become both broader and more discerning, placing stricter demands on practitioners. The “post-80s” and “post-90s” generations, who have witnessed the rise and development of online video and are generally well-educated, have become society' s new driving force. They selectively accept information with discernment and won' t spend much energy searching for it. Therefore, controlling video news pace has become a key issue for practitioners.

For daily video news pushed by App-based media, duration should generally not exceed five minutes, with one and a half minutes being ideal. A key factor behind the popularity of short video apps like Weishi and Kuaishou is their limitation to 15-second videos. Their short duration, topical relevance, and social features have made them particularly popular among young people. In video editing, duration is important, but overall pace must also be controlled. Long shots should be avoided when possible, with each shot lasting 2.5 to 3.5 seconds; if long shots are necessary, acceleration effects can be used. Then select rhythmically strong music to enhance the final product' s impact.

4.5 Video Beautification The new media era demands high standards for video format and quality. To gain more clicks and views, videos must have taste, structure, and originality. New media videos, primarily distributed through online platforms, must enhance quality to attract more attention, requiring packaging within appropriate limits.

Video beautification can be understood as repackaging videos—reorganizing, improving, and enhancing their external form to highlight uniqueness and increase recognizability. However, this must be strictly controlled. Apps like Douyin and Kuaishou offer various special effects, music, and floating elements that can enhance video quality. Subtitles can also be selectively added. Since videos are mainly played on mobile devices with much smaller screens than PCs or televisions, subtitle quantity should be limited, fonts should be moderate, effects shouldn' t be too chaotic, and color choices require careful consideration as misuse can severely affect overall video quality.

Finally, creativity is essential for every era and medium. Videos should have texture, dynamism, and fashion sense, making greater use of images and creative content. While video editing and packaging play crucial roles, they should be used in moderation. Over-packaging can cause visual fatigue and backfire. Good video content should first be authentic, then offer fresh perspectives and correct themes, with appropriate packaging to achieve sublimation. For example, during the pandemic, public service short videos reflected the selfless

dedication of medical workers through real stories; sand animation public service advertisements advocated wildlife protection; and animations demonstrated the formation and prevention of natural disasters—all conveyed through online video.

Conclusion

In summary, online video is currently the most popular and promising communication medium. Widely accepted by the public, it plays an irreplaceable role in disseminating current affairs and social focus information, as well as enriching people's spiritual lives. Better and more comprehensive content should be used to encourage broader participation, achieve closer interaction with audiences, and strengthen relationships, providing fundamental support for short video development. Video editing is the most challenging, mission-driven, and honorable part of the entire process. Practitioners must continuously improve their professional skills, enhance directing and editing awareness, master techniques proficiently, and strive to increase the dissemination power and influence of video news, continuing to play their role in contributing to national development and social progress.

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

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