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## Characteristics of News Videography Communication in the New Media Context Post-Print

**Authors:** vast fertile plains

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### Abstract

With the development of social economy and technological progress, the evolving digital technology environment and new media communication landscape have ushered in the era of image-reading and video. Videography technology has undergone profound transformations across its material, cultural, and artistic dimensions. By leveraging the convenience of video-capturing devices, the general public has gradually moved from behind the scenes to the forefront. The convenient use of smart devices such as mobile phones and cameras has significantly facilitated the advancement of videography technology. People employ digital videography to record daily observations, interesting anecdotes, and commemorative events, and disseminate video content to witness the arrival of a new era.

### Full Text

#### Preamble

**Title:** Exploring the Characteristics of News Video Communication in the New Media Context

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**Abstract:** With the development of social economy and technological advancement, the digital technological environment and the communication landscape of new media have ushered in an era of image-centric and video-centric communication. Video technology has undergone tremendous transformations in its material, cultural, and artistic forms. Leveraging the convenience of video carriers, the general public has gradually moved from behind the scenes to the forefront. The accessibility of smart devices such as mobile phones and cameras has greatly facilitated the improvement of video technology. People use digital video to record experiences, interesting events, and memorable moments in daily

life, bearing witness to the arrival of a new era through the publication of video content.

**Keywords:** new media context; news video communication; characteristic exploration; communication carrier; form diversification

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The development of the new media era has provided convenient conditions for ordinary people to participate in news videography. The tools for news recording are no longer limited to professional journalists; ordinary citizens have also become first-scene communicators. News communication carriers have become increasingly abundant, and the content of news video programs has grown richer and more life-oriented. Numerous social networking platforms, such as TikTok (Douyin), Kuaishou, and Toutiao, have become primary channels for the public to upload videos [1]. Through these platforms, first-scene witnesses and video communicators are no longer exclusively professional journalists.

## 2.2 Diversity of Communication Methods

In the new media environment, information communication carriers have become increasingly abundant, and communication forms have grown more diverse. Communication is no longer limited to text, audio, and video recording; new forms such as dynamic short videos and multimedia films have emerged. This diversification of communication methods has broadened both the channels through which people receive information and the audience itself. Individuals of all ages can find communication forms suited to their preferences, whether reading text, listening to radio broadcasts, or watching dynamic short videos, thereby gaining access to first-hand news while increasing enjoyment. The transformation of the public from behind-the-scenes news audiences to front-stage news recorders is closely related to the rapid development of new media. In the future, as communication objects and video carriers continue to multiply, news videography will become increasingly rich, and transmission speeds will undergo earth-shaking changes.

## 1. The Meaning of News Video Communication in the New Media Context

News videography refers to the immediate reporting of ongoing events through photographic images, using intelligent photographic equipment to objectively record news facts and conduct on-site reporting. Images serve as the outer garment that enriches news content; without news content to embellish them,

images would hold no real-world significance. Contemporary society is an information-based society where the Internet serves as the primary communication medium, becoming the main tool for interpersonal communication and making life more convenient and efficient [2]. In the new media context, news video communication methods have changed dramatically. The emergence of smartphones has created intelligent devices that integrate photography, videography, and information publishing, breaking through traditional spatial limitations on news content dissemination. Anyone, anywhere, can become a first-scene information recorder and publisher with just a smartphone, making it possible to share news information anytime and anywhere.

### 2.3 Universalization of Communication Objects

The dissemination of news photography through the Internet as a major communication carrier has enabled comprehensive coverage of news content across all social strata, rapidly expanding the speed and scope of news video communication and laying a solid foundation for its development [4]. Therefore, in the current new media context, news video communication is inextricably linked to new media development. Three key characteristics of new media have greatly enhanced the communication space and speed of news videography, continuously driving its advancement.

## 3. The Significance of News Video Communication in the New Media Context

In the new media context, news communication forms and content have become increasingly rich. Coupled with the use of information carriers such as the Internet and smartphones, diversified information has enhanced the speed and convenience with which people receive information. People's reception of and feedback on current events express their own information and status. Through smartphones, they can post different comments and share news, forming public opinion through mass sharing and commentary. This indicates that people express their material, life, and value perspectives through current events—all concrete manifestations of society's initial entry into an era of universal videography and distinctive features of the new media age [5]. People increasingly rely on news videography to obtain information and entertain themselves, causing significant changes in the artistic and photographic forms of news videography. Video technology has become more casual, artistic forms less rigorous, and video forms more life-oriented, better aligning with public appreciation levels. In the new media environment, most news videography originates from life, feeds back into life, and spreads news content far and wide through the Internet.

## 2. Characteristics of New Media

### 2.1 Increasingly Rich News Communication Carriers

Traditional news communication forms were limited to television news and radio broadcasting, supplemented by offline newspapers and magazines, resulting in relatively singular forms with professional journalists as the primary recorders [3]. With the development of new media and smart electronic products, mobile phones, computers, various print media, and mobile terminals have all become forms of news communication. News communication carriers have become more diversified and integrated, and the ownership of news videography has expanded.

### 4.1 Integration of Old and New Forms of News Video Communication

In the new media context, old and new media forms have become mutually inclusive and cooperative, enabling news video content communication to break through geographical, spatial, and temporal limitations while becoming richer in content and form and expanding the audience range, which is no longer constrained by age. Modern imaging technology has endowed captured footage with rich and colorful audio, breaking through previous image-only recording techniques and representing significant technical improvements. Additionally, traditional media such as television broadcasting, print media, and radio have borrowed new media communication forms and technologies to keep pace with social progress. Major traditional media enterprises have launched dedicated online and mobile publications, established WeChat public accounts and Weibo accounts, and even created dedicated mobile apps and other social media accounts. They have set up special news video columns where they can interact with audiences, accept feedback and suggestions, and accept public submissions of news videos, demonstrating the effectiveness and professionalism of news video communication. In the new media environment, the carriers of news video communication have undergone spatial and temporal transformations, representing products of continuous era development.

### 4.2 Diversification of News Video Communication Forms in the New Media Context

The development of the new media environment has accelerated information dissemination, enabling people to obtain information faster. Traditional news video communication relied on television news programs or newspapers and periodicals, which were relatively slow and singular in form, primarily existing as video footage and images with poor immediacy in news awareness. Since the development of the new media environment, people have gained first-hand access to news information through various mobile apps. News video communication forms have become more extensive, encompassing images, dynamic short videos, multimedia films, and other forms to obtain first-hand news, making news video

communication more timely and increasingly rich in form [6].

### **4.3 Increasing Universalization of News Video Communication**

With new media development, news video communication has become more extensive in scope, and communication objects have become more universal. Traditional news video communication generally targeted older groups, mainly retirees or idle personnel—people who didn't work and had time to watch television news programs or read newspapers—resulting in a limited audience. In the new media context, with the assistance of the Internet, news videography has achieved comprehensive coverage across all social levels and groups. With just a smartphone, people can obtain first-hand news information anytime and anywhere, accelerating the development speed of news video communication.

### **5.1 Current Status of News Video Communication in the New Media Context**

As the world's most populous country, China is also one of the most extensive users of the Internet. People primarily rely on the Internet to obtain and learn information in daily life, making it the most important means of interpersonal communication and exchange. With the application and development of the Internet, the new media context has transformed news video communication forms. People from all walks of life, regardless of age, can receive excellent works brought by news videography in the new media context [7]. Using the Internet as a carrier can promote interpersonal connections and deepen relationships. In the process of Internet development, people have gradually become dependent on it. In the new media context, news video communication must rely on Internet development; traditional television broadcasting and newspapers can no longer satisfy people's demands for information volume and immediacy. Therefore, news video communication must abandon conservative forms, seek development paths and directions through the Internet carrier, and keep pace with new media development to become the main theme of era information development.

### **5.2 Changes in News Video Communication Forms in the New Media Context**

With new media development, news video communication forms have undergone earth-shaking changes. This transformation has been a long process, evolving from initial restricted media—television and radio stations targeting only certain groups—to today's various Internet software and mobile apps targeting the general public, with Internet and new media development making indispensable contributions. Nowadays, the public can obtain desired information through new forms of news video communication according to their preferences, essentially eliminating past closed communication methods. In the new media context, news media collect information through images or videos for real-time reporting

of ongoing events, then use Internet-based new media communication methods to disseminate edited news information immediately, enabling the public to obtain the latest news reports instantly. The public can understand information through the Internet and immediately express their views and comments. This instant interactivity has become the greatest characteristic of news video communication. Whether professional journalists or ordinary citizens, anyone can use a smartphone's camera function to photograph or record on-site events and publish first-hand news on social platforms—representing the greatest change in news video communication methods in recent years.

### 5.3 Key Points of News Video Communication

The value of news videography lies in the novelty, authenticity, and speed of news messages, recording on-site events as they happen to attract public click rates. It has transformed live broadcasting—once uncommon in television programs—into a daily occurrence. The development of the Internet and new media has caused a worldwide sensation like an atomic bomb explosion, attracting strong attention from all quarters. With scientific and technological progress and increasingly advanced communication media technology, new news videography tools have driven the extensive development of communication media. In the new media context, news video communication methods have been completely transformed. The combination of text, static images, dynamic short videos, and multimedia films provides readers with more flexible ways to obtain information, such as WeChat Moments, TikTok (Douyin), Kuaishou, Toutiao, iQiyi, Tencent Video, etc., where people can freely choose among images, text, or video. The high efficiency of news video communication benefits from new media environment development. Simply put, the new media environment has made the public's demands for novelty, authenticity, and speed in news videography a reality.

## 6. Future Prospects for News Video Communication in the New Media Context

### 6.1 Enhancing Professionalism in News Video Communication

In the new media context, news video communication coverage has become more extensive, with professional news media stationed everywhere from traditional television to today's TikTok (Douyin), Kuaishou, Toutiao, and WeChat public accounts. News workers must not only cooperate with the public to enhance the influence of professional news but also improve the timeliness of news reporting to satisfy the public's demand for immediate news [8]. Simultaneously, news workers must maximize their videography advantages, improve news video shooting techniques, provide high-level news reports for the public, distinguish professional news accounts from public short-video accounts, demonstrate professional strength, present news facts to the public, and provide professionally excellent video works.

Additionally, professional news accounts can regularly publish simplified pro-

professional video recording tutorials to help the public better record videos and improve their video recording skills. They should also encourage the public to actively submit contributions regarding social news events, which can then be professionally edited by news workers for better news reporting [9]. Through these efforts, the professionalism of news video communication can be continuously enhanced across society, enabling video information to better restore news events and ensuring the authentic and effective dissemination of news.

## 6.2 Enhancing Standardization in News Video Communication

In the new media context, everyone can become a news videographer, publishing interesting news events or amusing short videos on social platforms. The threshold for news videography has become relatively low—anyone can publish dynamic videos, images, and statements. This phenomenon of universal videography has resulted in many vulgar videos on social platforms, greatly diminishing the credibility and authenticity of news videography and gradually turning social platforms into hodgepodge platforms. In view of this phenomenon, relevant departments must undertake rectification to purify and standardize news video communication. First, relevant government departments need to strengthen review efforts regarding vulgar and illegal information, remove online video information that spreads negative energy, impose penalties such as account suspension on publishers or forwarders of news videos, and pursue legal liability in serious cases. They must comprehensively strengthen review efforts for video and image content to avoid vulgar and illegal information on social platforms [10]. Second, they can encourage professional news workers to publish excellent news video or image works, comprehensively establish reward mechanisms, encourage news workers to establish exemplary influence, provide excellent works as references for public enthusiasts who enjoy shooting news information, and thereby provide broader and freer videography space for professional news workers.

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

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