

## Analysis of Television Media's Short-Form Video News Layout Issues in the Era of Media Convergence: Postprint

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### Abstract

With the rapid development of various new media forms, traditional media are gradually declining. Therefore, the concept of integrated media—which combines the commonalities and strengths of traditional media such as radio, television, and newspapers with those of new media to achieve complementary advantages—is gradually becoming the developmental tenet of the media industry. Accordingly, this article briefly introduces the basic concepts of short videos in the integrated media era, elucidates the importance of mainstream television media's strategic deployment in short videos from the perspective of media's intrinsic value, explores the core philosophy of short video content production, and summarizes important experiences in news short video production.

### Full Text

## Analysis of Short Video News Layout Issues for TV Media in the Converged Media Era

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**Abstract:** With the rapid development of various new media forms, traditional media are gradually declining. Consequently, the concept of converged media—which combines the commonalities and strengths of traditional media such as radio, television, and newspapers with those of new media to achieve complementary advantages—has gradually become the development tenet of the media industry. Accordingly, this article provides a brief introduction to the basic concepts of short videos in the converged media era, elaborates on the importance of mainstream television media's short video layout from the perspective of media's intrinsic value, explores the core philosophy of short video content production, and summarizes important experiences in news short video production.

**Keywords:** new media forms; converged media; television media; short video layout; video production

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## Introduction

At the end of 2019, China's Ministry of Industry and Information Technology announced that 5G technology, led by companies such as Huawei, would begin large-scale deployment in 2020, achieving full coverage in all prefecture-level cities before the end of that year. This development not only signifies rapid advancement in network infrastructure but also illuminates the future path for the short video industry. Against this backdrop where short videos are transforming the media landscape, research on the short video strategies of mainstream media outlets such as television broadcasters holds significant practical importance.

### 1.1 Definition of Converged Media

Converged media refers to media organizations' attempts to integrate various media carriers, unifying the advantages of traditional media such as newspapers, television, and advertising while incorporating common characteristics of new media. This involves systematic integration in dissemination methods and production technologies to achieve mutual fusion of content systems and compatibility of production technologies, representing a new form of media.

### 1.2 Definition of Short Video

"Short video" refers to brief-duration videos hosted on new media platforms, primarily for leisure and entertainment, designed to fill people's fragmented time slots. In most cases, the total duration does not exceed one minute. Short videos encompass rich content that can be specifically defined according to video categories, such as fashion trends, skill sharing, public welfare education, street interviews, and social hotspots. Analysis reveals that despite their brevity, short videos possess the potential to become serialized programs.

### 1.3 Functions of Short Videos

Short videos serve as a new channel for information dissemination, capable of concisely transmitting substantial amounts of information and thereby expand-

ing resources in the fields of social news and information. Compared to text-based media, short videos demonstrate more significant advantages in entertainment information dissemination and satisfying people's thirst for knowledge.

**1.3.2 Suitability for Fragmented Consumption** As society rapidly develops, fragmented time now constitutes an increasing proportion of modern people's schedules, making fragmented consumption a mainstream reading pattern. Since short videos are limited to less than one minute, viewers are not constrained by time or space and can watch videos anytime, anywhere—aligning with their fragmented reading needs, filling fragmented time slots across different periods and regions, and capturing user attention to enhance stickiness.

**1.3.3 Ensuring User Needs Are Met** Short videos can help various users realize their ideas and enable vertical deepening based on existing social activities. For instance, users can create short video content themselves and upload it to communication platforms, social circles, or Weibo, achieving genuine deep user participation. Additionally, short videos allow all users to comment on video content on platforms, further satisfying the viewing needs of users who prioritize obtaining communication information.

#### 1.4 Characteristics of Short Video Communication

With the continuous popularization of the internet, mobile phones and computers have become essential items for Chinese citizens, providing momentum for the development of the short video field. Analysis reveals that short videos possess the following dissemination characteristics:

**1.4.1 Short Playback Duration** Typically, short videos last within 3-5 minutes, with 极少数 reaching 10 minutes. In the internet era, the public only needs a mobile phone to watch short videos anytime and anywhere. In today's society, where people face considerable life pressure, they no longer wish to invest substantial time and energy in reading print books during their leisure time—short videos have solved this problem. When watching short videos, viewers do not need to concentrate fully to obtain information; they can understand video content through images and subtitles. Moreover, due to their short duration, the public can utilize fragmented time for viewing, aligning with the “fast-paced” characteristic of modern society. Taking popular apps such as “Kuaishou” and “Douyin” as examples, the vast majority of videos on these platforms do not exceed 20 seconds, yet these brief 20 seconds can convey numerous important messages to viewers.

**1.4.2 Rapid Video Updates** Instant dissemination is an inherent characteristic of short videos, with the interval between video production and dissemination being approximately zero. The original VLOG platform is one of the most

popular short video platforms today. Taking its VUE as an example, the software includes built-in editing tools such as filters, beauty effects, stickers, music, and fonts, enabling zero-experience users to complete VLOG creation. Upon completion, videos can be saved directly to mobile phones or synchronized to Weibo, WeChat, and QQ, accelerating actual dissemination speed. Compared to traditional media video production processes, short video production omits many steps, eliminating the need for users to wait excessively and enabling them to obtain desired information anytime.

#### **1.4.3 UGC as Primary Content, PGC as Supplementary Content**

Currently, short video production predominantly follows the “UGC+PGC” model. Analyzing short video content reveals that on social platforms such as Kuaishou and Douyin, most content follows the UGC model, where users can maximize the display of their personal characteristics. Meanwhile, on information apps such as Pear Video, The Paper Video, and People’s Daily Video, stored videos mostly follow the “UGC+PGC” model. To ensure more targeted short video production, these apps employ numerous professionals for material capture, guaranteeing sufficient freshness for audiences and enhancing user stickiness.

**1.4.4 Suitability for Fragmented Dissemination** In recent years, as internet technology has developed rapidly, China has officially entered the era of fragmented information. In contemporary society, Chinese citizens use the internet to understand daily events. On one hand, people can utilize fragmented time to obtain desired information to satisfy their thirst for knowledge; on the other hand, incomplete information can impact their final judgment. Moreover, the pace of modern life is extremely fast, requiring the public to learn to use fragmented time rationally to acquire information. Short videos, characterized by their brief duration and high content integrity, have enabled related apps to rapidly expand their market.

**1.4.5 Reducing Distance with Audiences** Short videos can reduce the sense of distance between platforms and audiences, enabling better communication for three main reasons. First, audience participation is greatly enhanced; short videos feature “one-click” editing that allows audiences to participate in video production. Due to low operational difficulty, audiences can experience the joy of video creation, increasing their sense of experience and improving user stickiness. Second, audiences have strong social needs and actively share events happening around them. As social pressure from life, work, and study is considerable, short video apps provide new leisure and entertainment methods. Additionally, short videos feature comment and repost functions that enable communication with others and intellectual exchange. Finally, video dissemination media are developing toward intelligence, satisfying audience’s individual needs. Short video platforms can refine pages according to user requirements, recommending content based on user preferences to ensure viewing experience.

Some short video apps also increase platform update speed and regularly optimize platforms to meet user demands.

## **2. Importance of Mainstream TV Media' s Short Video Layout in the Converged Media Era**

### **2.1 Strong Social Credibility**

Since the emergence of self-media, mainstream media have maintained industry dominance, while online media have remained in a lower social position, unable to conduct face-to-face interviews. During the content review stage, they are also constrained by the triple-review and triple-proofreading system, making information released by mainstream media highly credible and strongly opinion-leading. Information released by online media has consistently failed to gain public recognition, greatly limiting its development. When various emergencies occur, traditional authoritative media remain the primary official information release channels. This public habit stems from mainstream television media' s authority in information control. If mainstream television news programs develop toward the short video field, they will further enhance the social status of mainstream television media and elevate their position in the public' s mind.

### **2.2 Exclusive Resource Advantages**

Currently, mainstream media are the primary beneficiaries of optimization policies formulated by government departments at all levels. Mainstream media are the first to interview major events and current affairs sites and are responsible for systematic reporting of critical events. On October 1, 2019, the 70th anniversary celebration of the founding of the People' s Republic of China was held, serving as a "review" of traditional media platforms' information dissemination work and representing an extremely valuable news resource. Simultaneous resonance is a common characteristic of various media channels under CCTV, which not only features live television broadcasts but also penetrates short videos, H5, 4K, and other fields afterward, successfully producing the short video program "Passing Tiananmen," which concisely edited some core scenes, increased the number of promotional videos, and achieved multiple publicity effects.

### **2.3 Long-term Professional Capacity and Technology**

High-quality information is the fundamental source of pride for traditional media. Traditional mainstream television media typically maintain a professional editorial, production, and broadcasting team—an advantage that emerging new media industries lack. Taking the 70th anniversary of the founding of the People' s Republic of China as an example, CCTV News New Media innovatively conducted ultra-long-duration continuous live broadcasting, launching a large-scale 70-hour live program called "Sunrise in the East." A team of hundreds of journalists used live broadcasting to comprehensively present both front-stage and behind-the-scenes activities such as the military parade, mass procession,

and square cultural performances. By 12:00 on October 2, 2019, more than 1 billion people had watched the live broadcast on the CCTV News client, and over 1.7 billion people had watched it on related cooperative platforms. The high-quality professional capacity of traditional media is the fundamental reason for achieving such results.

### 3. The “Balanced Tension and Relaxation” Core Philosophy of Short Video Production

The production methods for news short videos by mainstream media differ from those of online media. Mainstream media far surpass general online media in terms of topic excavation depth and news processing. Combined with the vivid expression techniques of short videos, they can generate strong social influence within a short time. Leveraging the diversity advantage of traditional mainstream television media’s own programs can further enhance their information influence in the short video field and leverage their unique “opinion leader” status. The core advantage of mainstream media lies in their exclusive broadcasting and interview rights to specific content and events, which can maximally reflect authentic news content. This high-quality news content itself is also the fundamental reason for the large audience size of traditional television media.

Influenced by the characteristics of short videos themselves, news organizations must pay attention not only to the “tension” ( “张” ) of content but also ensure the “relaxation” ( “弛” ) of content, using brief and relaxed expression forms to capture and summarize the core of news content. For instance, short video titles typically use concise, witty, and humorous headlines to attract attention and are adept at using trending words to capitalize on popularity. Short video camera movements are simple, rarely using continuous long shots typical of news interviews. Most content emphasizes close-up shots of people and objects, primarily using short shots with clear rhythm, transforming detailed content into visual symbols. This means lively short videos can be used to explain serious current affairs news, attracting audience attention, avoiding audience resistance, and improving actual publicity effects.

Audio is an essential component of video. Short videos rarely use narration as an audio technique; instead, they commonly use music to create atmosphere, thereby building immersion and rhythm and highlighting content themes and subtext. According to relevant data, in the first half of 2019, videos featuring music on Douyin accounted for approximately 82.5% of total videos. Experience has shown that appropriate background music can significantly increase video playback and interaction volumes. Of course, the principle of applicability must always be implemented in music style matching. Taking the current affairs short video “Live Video! The Kremlin Welcomes Chinese Head of State Again” posted by People’s Daily’s Douyin account as an example, this short video is a typical “balanced tension and relaxation” news short video. The content not only includes short-shot narration—the process of President Xi Jinping meeting with President Putin and completing a handshake—but is also accompanied by

inspiring symphonic music to heighten the atmosphere. On June 7, 2019, this 10-second news video received 4.596 million likes.

#### **4. Key Points for TV Media News Short Video Production in the Converged Media Era**

In the converged media era, changes in the market environment inevitably bring new demands. Although traditional television media news short videos possess excellent resources and locational advantages for development, they still cannot fully integrate the advantages of short video media with traditional media during their development process. Therefore, to address such issues, the author provides the following summary of key points to offer ideas for mainstream television media's short video layout.

##### **4.1 Deeply Exploit the Social Attributes of Media Platforms**

In the converged media era, it is necessary not only to leverage the high-traffic characteristics of short videos but also to exploit their social attributes. Television media departments must implement the “balanced tension and relaxation” production philosophy in content creation, maximize the unique social attributes of short videos, conduct in-depth user content mining, and achieve conversion of multi-type information social stickiness through activities and features on various media platforms. Examples include Weibo super topics, WeChat public platform information dissemination activities, and channels on platforms such as Weibo, QQ, WeChat, or various clients.

##### **4.2 Promptly Resolve Platform Construction Issues**

When television media enter short video platforms and open short video accounts, they must focus on information platform construction and content introduction. Many radio and television media must pay attention to whether short video production meets the needs of television media platforms, whether dissemination content complies with established program broadcasting system requirements, and whether it can satisfy short video production channel needs and related distribution requirements. To address such issues, television media departments must systematically classify and allocate resources in the publicity content system based on their own media asset advantages, thereby ensuring that short video account classifications and video resource content meet the basic requirements of their own platform systems.

##### **4.3 Establish and Improve Mechanisms for Transforming TV Media News to Short Videos**

During the transformation from traditional television media to short video media, television media leaders must emphasize the establishment and improvement of relevant systems for short video departments to ensure they quickly

develop “combat effectiveness” and play a key role as online opinion leaders, satisfying mainstream television media’s online information dissemination needs. Therefore, in the converged media era, relevant departments should increase their focus on staff professional quality, correct staff work attitudes, optimize training plans, compensation systems, and program production plans, and improve video quality.

#### 4.4 Highlight Key News Elements

Against the backdrop of the converged media era, television media news short video production must emphasize “balanced tension and relaxation” in content production to strengthen influence and dissemination scope. Due to duration limitations, short videos cannot systematically elaborate on the six traditional journalism elements. During production, production units should use short-shot narrative forms complemented by appropriate background music to report various news events, highlighting key elements in news events while considering the basic elements of short videos.

#### 4.5 Transformation of Topics

When judging news value, staff should use five elements as entry points: timeliness, prominence, interest, importance, and proximity. Relevant departments should disseminate television media news containing these elements to help the public better understand short videos, expand short video influence, and promote short video development.

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

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