

Exploring the Convergent Development of Traditional Television Media and New Media: Short Video Production and Dissemination Postprint

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Abstract

With the development of internet technology, new media has emerged as a distinct paradigm. As a video format within internet-based new media, “short videos” have exhibited rapid developmental momentum in recent years. Compared with traditional television media, new media short videos have undergone substantial transformations across various dimensions, including content, production techniques, and dissemination modalities. Traditional media television professionals must promptly transform their conceptual frameworks, integrating the creative and distributive paradigms of new media short videos into conventional media platforms. By leveraging their inherent strengths, they can forge a developmental trajectory toward converged media, thereby furnishing expanded prospects for the future evolution of the media industry.

Full Text

Preamble

Title: Exploring the Integrated Development of Traditional Television Media and New Media—The Production and Dissemination of Short Videos

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Abstract: With the advancement of internet technology, new forms of media have emerged. As a video format within internet-based new media, “short videos” have demonstrated explosive growth momentum in recent years. Compared with traditional television media, new media short videos have undergone significant transformations in content, production techniques, and dissemination methods. Traditional television professionals must promptly shift their mindset, integrating the creative and distribution approaches of new media short videos into conventional media practices. By leveraging their inherent strengths, they

can forge a path toward converged media development, thereby creating broader prospects for the future of the media industry.

Keywords: Traditional television media; New media short videos; Production content; Production methods; Dissemination methods

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The rise of internet technology has propelled the development of new media with irresistible force. People's access to and dissemination of information have become increasingly diversified, with individuals participating in and even dominating information flows to a greater extent. Terminal playback platforms have multiplied, achieving extensive coverage. Content has become more personalized, and forms more flexible and varied. Information updates occur at unprecedented speeds, enabling stronger user targeting and allowing videos to be played in infinite loops [3]. Simultaneously, new media also suffer from problems such as information redundancy, severe content homogenization, uneven video quality, fragmentation, and management difficulties. Daily life information and entertainment can now be easily obtained through various new media clients. These changes have significantly impacted traditional media, which now faces severe challenges from emerging media forms.

2. Integrated Development of Traditional Television Media and New Media Short Videos

To address these challenges, traditional television media must adopt and integrate the forms and dissemination methods of new media, combining them with their own advantages to develop new models adapted to the current media environment. The key to future development in the traditional television industry lies in merging the strengths of both traditional and new media to transform single-media competitiveness into multi-media integrated competitiveness [1]. Only by finding suitable development models that align with contemporary media trends can traditional television media effectively expand their development space in the future media landscape.

How can traditional television media better integrate with new media to develop more suitable forms of information dissemination? This article explores the integrated development of traditional and new media from the perspective of new media short videos.

1. Characteristic Analysis of Traditional Television Media and New Media

1.1 Characteristics of Traditional Television Media

Traditional television media has a long development history, establishing a relatively broad audience base and a stable development model. It boasts strong content production capabilities, high quality, professionalism, and social relevance, with standardized, streamlined production processes and unified standards. However, its dissemination mode remains primarily one-way and linear, with relatively low interactivity [2].

1.2 Characteristics of New Media

New media has intensified and amplified the social attributes of media, transforming dissemination into a two-way interactive model where “individuals” function as independent units. This shift has led to more diverse participation in information creation and distribution. Terminal platforms have proliferated, achieving extensive coverage, while content has become more personalized and forms more flexible. Information updates rapidly with stronger user targeting, and videos can be played in infinite loops [3]. However, new media also suffers from information redundancy, severe content homogenization, uneven video quality, fragmentation, and management difficulties.

2. Integration of Traditional Television Media and New Media Short Videos

2.1 Content Aspects After Integration

2.1.1 “Short” Content with “Large” Quantity The emergence of “short videos” can be traced back to 1895, when the Lumière brothers produced and screened ten one-minute shorts, ushering in the true era of film. History repeats itself: more than a century later, “short videos” have returned to the public eye. If the short videos of over 100 years ago resulted from limitations in filming conditions and technology, today’s resurgence is a product of high-tech lifestyles driven by the internet, big data, 5G, cloud computing, and AI. As people’s time becomes increasingly fragmented, the return of “short videos” reflects an inevitable trend of the era, with “brevity” and “efficiency” becoming hallmarks of contemporary information dissemination. Shorter durations enable content to be more direct and clear, allowing audiences to grasp themes at a glance—perfectly suited to today’s fast-paced information consumption [4].

Human acceptance of new things progresses through stages: “awareness,” “familiarity,” “habit,” and “recognition.” Mass output of related short videos can continuously strengthen audience acceptance of the content. Each short video maintains a similar structural format, consistent style, and interconnected plotlines to attract specific audience groups and gradually establish a dissemination scope aligned with its content positioning.

2.1.2 Content with Both “Distinctive Features” and “Interactivity”

Short videos demonstrate the critical importance of “content is king,” as content 赋予 the dissemination carrier its entire meaning. While external forms matter, content remains the core of any video [4]. Without this core, even the most dazzling forms appear hollow and tedious. In the internet environment of information explosion, audiences can freely choose content, becoming increasingly discerning about quality. The flexibility, interactivity, and diversity of short videos, combined with their tendency toward content redundancy, necessitate “precision” and “distinctiveness” in vertical segmentation. Establishing a clear “distinctive” positioning enables short videos to stand out from countless others, creating memorable impressions that successfully capture attention, build popularity, and achieve effective promotional impact.

Human cognition stems from interaction with external information; by receiving external information, individuals adjust their existing cognition and modify their thoughts and behaviors to better engage with the world. The characteristics of short videos allow greater potential for “interactivity” in information dissemination. For instance, creators can set up suspense, pose questions, reply to comments, and encourage interactive discussions—drawing viewers into active participation. Content with strong interactive attributes can better stimulate viewer enthusiasm, capture attention, and increase willingness to participate, thereby enabling the essence of “dissemination” to be more fully realized.

2.2 Technical Production Changes After Integration

2.2.1 Video Image Quality Compared with traditional television programs, short videos typically run under five minutes. However, this brevity does not reduce production standards. In the era of internet connectivity, the diverse dissemination, low production thresholds, and strong operability of short videos can lead to uneven quality. Consequently, production quality has become a crucial factor in determining whether a video can stand out and successfully attract viewer attention.

Traditional television media holds significant advantages in program material reserves, clarity, and color fidelity over footage shot on mobile phones and other devices used by some short video platforms. Maintaining high standards and unified quality in video production ensures that short videos possess better integrity and professionalism when uploaded to platforms.

2.2.2 Conceptual Shifts in Post-Production Short videos exhibit greater flexibility than traditional television programs. Since online audiences are predominantly young, short video production demands more lively, humorous, and personalized characteristics. However, the length constraint also imposes certain limitations in post-production.

2.2.2.1 Control of Visual Rhythm Short videos demand higher standards for visual rhythm compared to traditional television programs, requiring a brisk

pace without dragging. First, content selection must be simple and clear. Because short videos have limited duration yet need to express relatively complete content, material choices should be straightforward. Second, in shot transitions, rapid switching can be employed between shots, with each shot being as concise as possible while fully expressing its meaning. Transition effects should be skillfully used to connect and bridge shots. In short, while ensuring clear content expression and logical coherence, video editing should demonstrate strong rhythm to prevent viewer fatigue and maintain interest.

2.2.2.2 Subtitles Compared with traditional television programs, new media short videos have introduced more innovations and changes in subtitle presentation, making them more vivid and engaging. Incorporating diverse subtitle forms in short videos not only provides content cues but also enhances watchability and liveliness, effectively capturing viewer attention. When used appropriately, subtitles can provide the finishing touch.

2.2.2.3 Music and Sound Effects Film and television constitute a visual and auditory art form. Whether in traditional television programs or new media short videos, music and sound effects are indispensable components. Their inclusion adds vividness to videos, enhances rhythm, conveys information more effectively, evokes emotional experiences, immerses viewers in specific contexts, and creates strong resonance. Sound effects can also serve as content cues, providing emotional transitions at key narrative points. In short video production, selecting appropriate music and sound effects is crucial and must be tailored to the video content. Good 配乐 not only improves rhythm and adds interest but also effectively captures viewer attention, achieving twice the result with half the effort in short video production and dissemination.

2.3 Dissemination Method Changes After Integration

Compared with traditional television programs, short video dissemination methods have undergone significant changes, 主要体现在以下几个方面。

2.3.1 Multi-Channel Dissemination via Internet Platforms People no longer rely solely on television and radio for information. Various mobile apps, short video platforms, and social software have emerged, offering more diverse choices unrestricted by time or space. Individuals can receive preferred information anytime, anywhere according to their habits.

The same video content can be distributed through different channels. By analyzing click-through rates and statistical feedback from various channels, dissemination pathways can be analyzed and planned to achieve optimal communication effects. Traditional television media must actively integrate their resources and strengths, establish cooperative relationships with multiple channels, and develop their own short video app platforms. While producing quality content, they should actively develop more diversified dissemination channels.

2.3.2 Enhanced Interactivity In traditional television, audiences are passive information recipients unable to participate actively or interact effectively. One of the most significant changes in new media short video dissemination is the substantial enhancement of interactivity. Once uploaded to platforms, video content can immediately receive viewer feedback, enabling creators to adjust content accordingly [5] and produce short video programs increasingly aligned with market demands. Two-way information transmission and high participation fundamentally improve the efficiency, precision, and topicality of media dissemination, offering considerable benefits for future media development.

2.3.3 Enhanced Dissemination Timeliness In the traditional media era, newspapers required editing and printing, while television programs needed lengthy planning and production, causing information dissemination delays. New media short videos possess two key characteristics that ensure timely dissemination. First, their emergence relies on internet development, whose transmission nature determines the speed of information dissemination. News events can be produced and published instantly from any location, making reports immediately available online. Second, due to short duration, concise content, and convenient production, short videos enable rapid news response, effectively guaranteeing content timeliness.

3. Strategies for Better Integration of Traditional and New Media

3.1 Strengthen New Media Training Programs

The new media era has brought entirely new experiences through massive information resources, efficient dissemination speeds, and enjoyable interactive models. Traditional information dissemination models struggle to meet people's current diverse needs. Traditional television media professionals must promptly shift their mindset and continuously explore transformation to adapt to media development under the internet model. Strengthening new media training programs can help traditional television workers efficiently master new media knowledge and operational concepts suited to the current media environment, rapidly improving their practical skills and professional expertise from both theoretical and operational perspectives.

3.2 Establish Clear Content Positioning

To better integrate with new media, traditional television media must innovate while leveraging their inherent advantages to identify clear positioning. Having developed over many years, television media has accumulated substantial high-quality, premium materials, representing a considerable resource advantage.

How to maximize the utilization of these unique resources is a question traditional television media professionals must seriously consider. Facing a highly competitive media environment, combining accumulated content advantages

with new media formats to produce high-level, high-quality video content that reflects distinctive features represents a crucial path for traditional media to develop sustainably.

3.3 Improve Post-Production Technology

Post-production technology professionally processes visual and audio materials, using diverse production techniques to add various effects that satisfy audience sensory enjoyment and complete information transmission. Effectively improving new media short video production technology, developing more diversified production methods, and incorporating richer creative elements are directions television professionals must learn and enhance. Producing superior quality programs will enable them to stand out in the future media landscape and successfully forge an integrated development path between traditional and new media.

The new media era presents both enormous challenges and new opportunities for reintegration and development for traditional media. Television media professionals must actively learn and explore new media production techniques and dissemination methods, adapt to new media development concepts, combine them with their own advantages, and pioneer an integrated development path that leads traditional media toward broader development space.

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

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