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Analysis of Short-Form Video Communication Strategies for Current Affairs News in the New Media Era: A Case Study of “Anchor Talks About the News Broadcast” (Postprint)

Authors: Liu Haotian

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Abstract

With the rise of mobile short videos, the production and dissemination efficiencies they exhibit have distinguished them from traditional media, leading many mainstream media outlets to establish their presence on these platforms. How to enhance their influence and explore the transformation of political news in the new era has become a pressing issue. This study investigates, through an examination of the current dissemination landscape and significance of mobile short video content as well as CCTV’s “Anchor Comments on News Broadcast,” how political news should leverage these short videos for dissemination in the new era, offering recommendations for the transformation of mainstream media.

Full Text

Analysis of Short Video Communication Strategies for Current Affairs News in the New Media Era: A Case Study of “Anchor Talks About News”

School of Journalism and Cultural Communication, Zhongnan University of Economics and Law, Wuhan, Hubei 430000

Abstract: With the rise of mobile short videos, their demonstrated production and dissemination efficiency has enabled them to stand out from traditional media, prompting many mainstream media outlets to establish their presence on these platforms. How to enhance their influence and explore ways to promote the transformation of current affairs news in the new era has become an urgent issue to address. This paper examines the current dissemination status and significance of mobile short video content, and investigates how current affairs news should utilize these short videos for communication in the new era through

CCTV' s “Anchor Talks About News” program, offering recommendations for the transformation of mainstream media.

Keywords: short video; mainstream media; CCTV; Anchor Talks About News; communication strategy

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With economic development, new media continuously drives societal transformation, making the transition of traditional media imperative. Current affairs short news must fully leverage its own advantages and political resources while adhering to new media expression formats to achieve transformation. In recent years, short video applications such as Douyin have risen rapidly, attracting young people and aggregating massive traffic, while mainstream media have also established presence on these platforms [1]. On one hand, these short video apps attract more middle-aged and elderly users; on the other hand, they enhance media influence. As one of the mainstream media outlets, CCTV' s flagship program “News Broadcast” has been on air for over 40 years since its launch in 1978. From initial black-and-white recordings to today' s high-definition live streaming, from traditional media to current mobile short video apps, the times have changed, and so have the communication strategies for current affairs news [2]. The launch of “Anchor Talks About News” in July 2019 marked the beginning of “News Broadcast” developing derivative products, reflecting mainstream media' s willingness to explore innovation and build a multimedia communication platform [7]. By presenting serious news in a relaxed and optimistic manner, the program lowers age requirements for audiences and enhances both interest and influence.

2. CCTV' s Media Product Strategy

As VR and AI technologies develop, media convergence has become imperative. So-called media convergence refers to the integration of traditional and new media to form a unique operational system that produces entirely new news products [8]. This integration involves not merely format fusion but deeper, broader integration across multiple domains [9]. True convergence requires unifying human resources, material resources, financial resources, teams, and systems into a cohesive whole. Simple content replication fails to highlight new media' s advantages. Under these circumstances, CCTV has adapted to the times and trends [10]. Only by experimenting with various new media forms and employing new

technologies in the AI era can media organizations secure their place in this information-saturated age. Examining CCTV's short video products reveals several main formats: image reports with text, edited traditional television programs, and targeted short video production with post-production presentation [11]. "Anchor Talks About News" stands out as an excellent example. Unlike many traditional media that struggle with integration, this program has won widespread user appreciation. Starting from events covered in the daily "News Broadcast," it introduces current affairs discussions and delivers mainstream positive energy in formats most popular with contemporary audiences. Without blindly following trends, it maintains its own positioning while avoiding excessive pan-entertainment. This innovative approach offers valuable lessons for media professionals: in the packaging and distribution of current affairs news products, they should pursue both breadth and depth while emphasizing internal content logic.

3. Diversified Content

"Seeing the big in the small" represents a crucial reason for "Anchor Talks About News" program's popularity. Leveraging its mainstream media advantages, the program starts with minor issues, proceeds from factual foundations, and connects with relevant national policies—small entry points with profound implications. Simultaneously, it maintains a certain level of interest, expanding the reach of mainstream media [12]. After joining Douyin, "Anchor Talks About News" transformed its communication strategy, enabling hot news to be precisely pushed to users through short videos [13]. Regarding the COVID-19 pandemic, every confirmed patient's movement trajectory, epidemic progress updates, on-site nucleic acid testing reports, and expert analyses were all presented to the public through timely short videos [14]. Major event series coverage was also comprehensive, with works such as "Because of You" and "Epidemic Vlog" in the "Anchor Talks About News" program showcasing fighters in the anti-epidemic process [15]: 80-year-old Academician Zhong Nanshan still battling on the front line, frontline medical staff volunteering for duty, and newly adult college student volunteers—all these towering figures shielded us from the pandemic's torrent. Against this backdrop of nationwide anti-epidemic efforts, the program presented authentic scenes from the front line from both major and minor perspectives. The pandemic is ruthless, but the world is full of love. The "Epidemic Vlog" not only showed medical staff patiently caring for patients but also captured doctors in makeshift hospitals weeping with joy when seeing patients discharged. In the face of the pandemic, they remain the closest comrades-in-arms.

Beyond serious mainstream media reporting, new media also exhibits civilian and entertaining characteristics. On June 6, Kang Hui, Zhu Guangquan, and others adopted novel formats such as live-streaming sales in "Anchor Talks About News," with anchors even performing choruses afterward. They primarily sold oranges, pears, and other agricultural products from impoverished moun-

tainous areas with 滞销 issues, demonstrating the Party's care for the people and CCTV's adaptive mindset [17]. Four CCTV anchors' interesting and novel dialogues attracted young people's attention, giving them a deeper understanding of CCTV.

4. Compensating for Information Asymmetry Gaps

New media platforms have sprung up like mushrooms, but early inadequate network control led to uneven quality across these platforms [18]. As the state gradually tightens regulation of media platforms, mainstream media short video works play a crucial role in guiding public opinion, eliminating online hostility, and gathering positive energy in this network environment. CCTV utilizes new media platforms to focus on hot issues of audience concern, making timely and incisive voices that maximize short video news communication effects. By emphasizing high-quality short video content, CCTV influences the entire industry's development direction. Through effective interaction with netizens and strengthened commentary and interpretation of hot events and current politics, mainstream media short videos create powerful follow-on effects [19]. When a hot event occurs, most people find themselves in an information asymmetry environment due to "absence" factors, creating an urgent need for mainstream authoritative media to provide truthful and accurate reporting [20]. However, previous channels and reporting methods could not meet audience information needs. Although content still reflects mainstream media perspectives, the short video format of personal anchor delivery is more easily accepted and recognized by audiences, enhancing interactivity. If authoritative, truthful, and accurate information is not delivered promptly, space is created for false news production and existence, and once rumors spread in the internet space, consequences could be unimaginable.

4.1 Strengthening National Common Beliefs

As early as the 1970s, American scholar James Carey pointed out that news communication is not message transmission through the air but maintenance along the timeline; not individual information sharing behavior but a sharing of beliefs [21]. The purpose of communication is not just to tell you what happened today but to establish a culturally recognized world. As groups accept this communicated information, they develop a strong sense of identity, and this common belief can sustain national sentiment and stability. After mainstream media entered short video platforms like Douyin, their interpretation of major events bears such important responsibilities [22]. At the important juncture of the 70th anniversary of the founding of the People's Republic of China in 2019, CCTV conducted continuous key coverage of the military parade. For such major historical moments, "News Broadcast" short videos and traditional media reported jointly, fully demonstrating China's national image. By telling Chinese stories, they stimulated audiences' patriotic feelings and fostered pride and happiness in being ordinary Chinese citizens.

4.2 Enhancing User Stickiness

In the post-internet era, user stickiness has become a crucial issue for internet companies. Since its inception, Douyin has positioned its product as a community for young people, a concept that implies the need for social behavior among youth [23]. Therefore, mainstream media must also follow this principle after entering the Douyin platform. The greatest feature of “Anchor Talks About News” is its perfect integration of CCTV content with internet context, demonstrating CCTV’s expanded reach. By being both useful and interesting, it has won young people’s favor. In “Anchor Talks About News” Douyin live broadcasts, popular language is frequently used—clear and appropriate. During the military parade, when the camera switched to two couples embracing and weeping, CCTV interpreted it as “showing public displays of affection, so sweet.” Such internet slang won young people’s affection. Another example: when reporting Taiwanese media’s praise for Beijing Daxing International Airport, the caption read: “Taiwan joins Beijing Airport’s QQ group.” The use of internet language narrows the distance with audiences, enhancing user stickiness. During the 2020 Dragon Boat Festival, CCTV also created a “spot the difference” game using music animation. The images displayed traditional objects like dragon boats, zongzi, and mugwort—an extremely creative approach that won everyone’s affection. Users could interact with CCTV and jointly experience the festive atmosphere. “CCTV News” and “Anchor Talks About News” also include behind-the-scenes footage, presenting video production stories to the public and satisfying mass curiosity.

CCTV’s “Anchor Talks About News” represents a mainstream media platform undertaking the important task of guiding public opinion and social values. When covering livelihood issues and national policies, it should demonstrate strong credibility, while for current affairs closer to ordinary people’s lives, it can add some fun and interactivity. The entry of “CCTV News” and “Anchor Talks About News” into the Douyin platform represents a highly successful attempt. However, regardless of reforms, the most important aspect is producing high-quality content. Other mainstream news media should also leverage their advantages when reporting current affairs, combine them with young people’s preferences, and achieve multi-screen interaction and multi-channel dissemination of quality content to realize new media content upgrading and image building [24]. Represented by CCTV, current affairs news media take “interesting plus useful” as their core selling point, shifting from director-centered thinking to user-centered thinking, respecting users as the core, and meeting diversified cultural needs.

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Author Introduction: Liu Haotian (1997-), male, from Baotou, Inner Mongolia, undergraduate student at Zhongnan University of Economics and Law, research direction: Internet and New Media.

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

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