

Exploration and Reflection on Production Strategies and Communication Characteristics of Mainstream Media News and Government Affairs Videos in the Era of Converged Media: Postprint

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Date: 2023-10-08T00:00:00+00:00

Abstract

Converged media has evolved from traditional media. Against the backdrop of the gradual decline of mainstream media such as newspapers, magazines, and broadcasting, it emerges as a product of the times through reform, innovation, and integration, breaking down and reorganizing numerous contents, incorporating new elements, and transforming reporting and narrative perspectives. It effectively retains the characteristics of traditional media, such as the professionalism and data rigor of print media, while also absorbing the features of new media, including novel topic selection, large information volume, and fast pace. Therefore, this paper will explore the aspects that mainstream media news should pay attention to and learn from in video production and dissemination in the era of converged media.

Full Text

Preamble

Title: Research on Production Strategies and Communication Characteristics of Mainstream Media News and Government Affairs Videos in the Era of Integrated Media

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Abstract: Integrated media has evolved from traditional media. Against the backdrop of mainstream media such as newspapers, magazines, and radio gradually declining, it has undergone reform, innovation, and integration, breaking

down and reorganizing numerous content elements, incorporating new elements, and transforming narrative perspectives to emerge as a product of its time. It effectively retains the characteristics of traditional media, such as the professionalism and data rigor of print media, while also absorbing the features of new media, including novel topics, large information volumes, and fast pacing. This paper explores what mainstream media news needs to pay attention to and learn regarding video production and dissemination in the era of integrated media.

Keywords: news; high-quality content; integrated media; traditional media; mainstream news

CLC Number: G206.2

Document Code: A

Article ID: 1671-0134(2021)07-091-03

DOI: 10.19483/j.cnki.11-4653/n.2021.07.026

Citation Format: Zhao Guoying. Research on Production Strategies and Communication Characteristics of Mainstream Media News and Government Affairs Videos in the Era of Integrated Media[J]. China Media Technology, 2021(07): 91-93.

1. Changes Brought by Integrated Media Transformation to Mainstream News

With the rapid development of the era, people's demand for information has become extensive and diversified. The deluge of information has diluted traditional mainstream media, giving rise to short videos as a new way for people to obtain information. Audiences utilize fragmented time to access large amounts of valuable content according to their preferences. However, compared with traditional media, new media short videos also have certain deficiencies, which has led to the emergence of integrated media that effectively combines traditional and new media.

Integrated media has fundamentally changed information consumption habits. As new media continues to evolve, audiences have shifted from traditional television and radio toward mobile terminals. Television's "high-end" imagery now reaches the public through new media formats, enabling rapid information acquisition via short videos that compress spatial and temporal costs, thereby transforming daily life and information reception patterns. This shift from passive reception to active dissemination has deepened interpersonal communication through new media. With abundant materials facilitating both learning and work, everyone now serves as both news receiver and disseminator. Short videos' characteristics—fast dissemination, novel content, and personalized recommendation—have filled fragmented time slots and quickly gained public favor

amid mobile terminal proliferation. This transformation has enhanced public discourse power. The rapid nature of network communication grants everyone freedom to participate in and comment on news events, bringing greater voice to the people. Diverse exchanges and intellectual collisions have also transformed modes of thinking.

2.1 Audience Equality

In the new media environment, any internet user has the right to access news, and every citizen has the right to disseminate news freely, achieving secondary dissemination through public platforms. Everyone in this environment enjoys freedom of speech, able to share thoughts on social platforms and report local news truthfully to inform more people. As internet users, individuals can be both receivers and publishers, enjoying equal rights.

2.2 Direct Participation

Through the internet—whether via WeChat, Weibo, or short videos—everyone can directly publish information via mobile networks, achieving dissemination and sharing. This fundamentally realizes the concept of everyone being a disseminator, making each person a self-media entity in the new environment. When the public is present at news scenes, they can immediately capture photos or videos, edit text on their phones, and objectively record events based on personal judgment while also sharing viewpoints. This direct participation enhances public enthusiasm and initiative.

2.3 Creative Flexibility

With massive information online, users can become creators while consuming content. Creation allows for free expression; regardless of writing skill, clearly presenting the time, place, characters, and events with truthful narrative suffices. Creators can work from any location—schools, offices, streets, buses—provided there is internet access, using social platforms to present content in various formats: image-plus-text or video-plus-text. This anytime-anywhere publishing capability makes creation more flexible and free. In today's rapidly developing information age, numerous short video platforms like Kuaishou and Douyin compete for market share. Traditional news media and authoritative institutions have also joined these platforms seeking public attention and recognition. However, the integration between traditional media and short videos lacks mature models, leaving many drawbacks in this initial development stage.

3.1 Poor Integration and Failure to Leverage Respective Advantages

First, timeliness is the lifeblood of news. If news is already widely known, re-reporting it as short videos loses value and significance. Integrated news-new media departments lack temporal advantages for breaking news. While journalists travel to scenes, the public may have already spontaneously posted news

content—including time, location, and event details—via images, text, or videos online, depriving new media journalists of timeliness. Second, approval procedures after filming are cumbersome. Controlling short video material requires highly professional teams or individuals, yet frontline videographers often lack comprehensive decision-making ability. The review and editing process consumes excessive time, preventing rapid approval and cutting, and failing to bridge the temporal gap. The integration between traditional and new media remains superficial, merely combining news elements simplistically.

3.2 Serious Reporting Imbalance

News reporting primarily consists of human-interest soft news and hard news concerning national welfare and people' s livelihood. Integrated media innovation mainly targets soft news, which typically comprises pure knowledge or entertainment without temporal constraints, making it easier to attract audience attention through processing and creative integration. However, news professionals often mistakenly believe that directly transplanting traditional news to new media short videos will generate traffic and attention. In reality, to attract audiences, they simply imitate new media formats, resulting in most integrated media news being adapted soft news. This creates a serious imbalance between soft and hard news in new media short videos—a consequence of imitation.

3.3 Lack of Professional Talent

In the integrated media context, merging traditional news with new media short video development requires talent proficient in both traditional news operations and short video production. Only those intimately familiar with both old and new media can appropriately integrate traditional news into new media formats. However, China' s traditional news media currently lacks such integrated media professionals, slowing transformation.

4. Principles for Integrated Media Short Video Production

Compared with traditional news content, integrated media news videos feature tighter structures and greater information density. The key characteristic of short videos is their brevity, requiring producers to identify audience focal points and present the most exciting, vivid content comprehensively through innovative methods while maintaining interactivity. Unlike traditional media, integrated media short videos differ in duration, pacing, platforms, and particularly in narrative perspective and creative innovation. In the information-dense online world, facing diverse social strata and fields, integrated media news short videos must deliver personalized, high-quality content to gain traffic and engagement. Therefore, producing quality short videos requires adherence to the following principles.

4.1 Ensuring High-Value Information for Sustained Attention

In this content-is-king era, superficial popularity is fleeting; only quality content generates higher attention rates and sustained traffic in short videos. In the information age, users face abundant choices across practical, entertaining, and knowledge-based content, stimulating platform competition to capture quality material that retains audiences. Traditional media's advantage lies in its content authority and resources, with frontline journalists employing professional perspectives to gather materials, understand public concerns, and deliver in-depth reporting relevant to the masses. While short videos better capture attention, they lack depth and systematic knowledge. Traditional media covering continuous events must maintain audience focus through longer durations, whereas short videos utilize fragmented time to provide quick, bite-sized content—fast-food culture for the era—prioritizing richness and entertainment over learning and deep thinking. However, short videos essentially leverage fragmented time to deliver more information, and though fragmented, this information represents vertical segmentation. Fully utilizing this advantage by distributing traditional field content—such as finance or military topics—to major platforms enables interested audiences to access quality content conveniently and efficiently, driving platform traffic while allowing traditional media's vertical segments to complement integrated media through mutual promotion.[1]

4.2 Ensuring Emotional Resonance

A prominent feature of short videos in the integrated media context is their ability to trigger emotional resonance. Down-to-earth, life-oriented themes gain public favor, whereas aloof, distant expressions fail to create strong immersion. Audiences will quickly scroll past content that feels irrelevant or disconnected from their lives. Platforms intelligently recommend content based on user preferences, and failure to capture attention within effective timeframes renders information worthless as audiences gravitate toward higher-quality alternatives. Consequently, platform short video content is highly competitive; while early viral figures or content represent temporal value, only sustained quality content can dominate long-term—representing the fairness of short video platforms under integrated media.[2] Resonant topics must be thought-provoking. Some videos embed questions in titles or endings; novel questions that stimulate expression prompt clicks, while post-viewing reflections drive comment section interactions. Highly interactive and liked content may also trigger continuous reporting from creators.[3]

4.3 Continuously Incorporating Innovative Elements

Traditional media's forms and content tend to be rigid and monotonous. In the integrated media landscape, short videos' rich content, fresh elements, and convenient distribution channels attract widespread attention rapidly. For traditional media to integrate into the new media industry and sustain traffic growth, it must break old systems and patterns, transform narrative approaches, and

incorporate creative elements—such as reporting serious news events through different methods and perspective shifts—to deliver refreshing experiences.

5. Strategies for High-Quality Integrated Media Mainstream News Production

In the rapidly developing information age, news timeliness is crucial—the very lifeblood of journalism. Modern dissemination tools and methods have significantly shortened information access pathways. Short videos feature concise, streamlined content, creating suspense through titles and openings that leverage strong visual impact to attract clicks. The first three seconds are critical for retention, and novel titles are key to hooking users. Integrating integrated media characteristics requires changing news gathering methods, such as encouraging local citizens to provide tips quickly with appropriate rewards, thereby improving collection and editing efficiency for “first-time” rapid dissemination.

5.1 Focusing on Hot Topics in Content Selection

Timeliness and authenticity constitute the lifeblood of news. Under integrated media, innovation in news content must center on these premises. Topic selection should start from audience interests in the integrated media era, quickly and accurately capturing news hotspots to extract valuable, meaningful components. Breaking away from dull narrative methods, innovative techniques and perspective shifts should integrate contemporary elements. This approach must reflect both news timeliness and potential for in-depth reporting, leveraging journalistic authority to select hot topics that deliver timely, profound coverage.

5.2 Shifting Perspective in Reporting Angle

Short videos offer refreshing auditory and visual experiences. Integrated media news short videos feature more diverse narrative angles and forms, shifting from traditional third-person commentary to no commentary, with strategic first-person insertion— “personal testimony” from those involved. Their original voices (or dialects) are incorporated with subtitles, with careful attention to presentation details like font size and color to suit visual needs. Production techniques process on-site sound effects and ambient audio to recreate scenarios through more authentic, multi-dimensional methods, enriching content and form while staying grounded. This realism and immersion increases popularity and participation, with witty comment section responses generating further resonance.

5.3 Highlighting Details in Shots and Editing

Details determine success. In the integrated media context, news short videos better capture attention through meticulous visual production, with refined,

high-quality imagery. News shooting employs extensive camera movement, breaking monotonous presentation. Unconventional shots better attract audiences; production processes using detailed emotional characterization and object display enable deeper perception beyond surface phenomena. Long-focus lenses create aesthetic, transparent visuals with striking clarity, while large apertures capture textural beauty from artistic perspectives. Flexible camera movements demonstrate object tension, allowing multi-angle, three-dimensional subject presentation with layered depth. Journalists can leverage professional photography advantages, using different lenses—first-person perspective, motion shots, etc.—to create visual impact and appeal.[4] For emotional rendering, videographers can employ various techniques like time-lapse, fast-forward, slow motion, and speed ramping, rendering at different levels according to emotional development to create foreshadowing effects that make footage flow smoothly and vividly. Editing should utilize technology to enhance and render effects. News short video editing isn't simply cutting errors but effectively integrating diverse footage and materials according to thematic needs, using visual impact with suitable music to demonstrate scene changes, thereby attracting more audiences.

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Responsible Editor: Zhang Xiaojing

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

Source: ChinaXiv – Machine translation. Verify with original.