

## Research on the Art of Short Video Editing in the New Media Context: Postprint

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### Abstract

In the era of converged media, short videos have risen to prominence, with an increasing number of film and television creators entering the short video domain. For these creators, this is an era rife with both opportunities and challenges; the enhancement of short video quality has become pivotal to the sustainable development of film and television professionals in the short video creation field, and short video editing is directly related to short video quality. Therefore, this paper will take the analysis of the necessity of enhancing short video editing artistry in the new media context as a starting point, investigate the new requirements proposed for short video editing in the new era, analyze the existing problems of editing in current short video production, and propose innovative strategies for the development of short video editing artistry, in order to meet the current demands for specialization and refinement in the short video industry, enhance short video quality, capture the interest of short video users, generate more traffic for short video creators, provide more opportunities for the development of the short video industry, and ultimately achieve traffic monetization.

### Full Text

#### Preamble

##### Research on Short Video Editing Art in the New Media Context

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**Abstract:** In the era of integrated media, the rise of short videos has drawn increasing numbers of film and television creators into this domain. For these creators, this presents an era full of both opportunities and challenges. The key to sustainable development in short video creation lies in improving video

quality, which is directly determined by editing. Therefore, this paper begins by analyzing the necessity of enhancing short video editing art in the new media context, explores the new requirements for editing in this new era, examines current problems in short video production, and proposes innovative strategies for developing editing art. These strategies aim to meet the industry's demands for professionalism and high-quality content, enhance short video quality, attract user attention, generate greater traffic for creators, create more opportunities for industry development, and ultimately achieve traffic monetization.

**Keywords:** new media; short video editing art; interactive video; traffic monetization

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## 1. Improving Short Video Editing Art Contributes to Building a Healthy Content Ecosystem

The continuous development of new media technologies has transformed how people access information, read, and watch films. Short videos have emerged to meet the demand for fragmented-time entertainment and consumption. As a new industry 风口 (opportunity), short videos offer film and television creators the potential to generate million-level traffic IPs simply by producing popular content. Major portals have entered the short video arena, fueling rapid industry growth and accelerating platform commercialization. As platforms increasingly demand high-quality content, short video producers are becoming more professional, and the industry's entry barriers will inevitably rise. Consequently, short video editors must continuously enhance their editing artistry to help build a harmonious and healthy content ecosystem.

### 1.1 Editors Require Divergent Thinking Patterns

Under the influence of integrated media, short video editing thinking must constantly evolve and update. With young people comprising the majority of short video users, editors need more open, avant-garde, trendy, bold, subversive, transcendent, and unexpected innovative thinking. As the final driver of short video creation, editors must use software to apply their technical skills after deeply understanding the footage, while possessing internet thinking and rich knowledge of online culture. They should select and edit material from the user's perspective, employing a more open, free, and bold vision to render content with rich artistic atmosphere.

Influenced by internet subcultures, short videos with strong emotional impact, rich and bizarre plots, diverse performance forms, twisted rhythms, and intense conflicts are more popular with audiences. Therefore, editors should break traditional thinking patterns, appropriately diverge their thinking to generate creative ideas, and apply them to editing, thereby diversifying short video editing approaches.

### **1.2 Editing Art Must Be “Down-to-Earth”**

Examining content production across short video platforms reveals that editing content is gradually aligning with people’s real lives. Short videos are moving closer to everyday life in emotional expression, artistic construction, and thematic promotion. During editing, editors must conduct artistic analysis and selection of pre-shot content, plan and compile key materials rationally, and use post-production dubbing, synchronous sound, music, emojis, decorative text, and other unique forms to create content that resonates with real life.

For example, the short video blogger Li Ziqi exemplifies down-to-earth editing artistry. Her videos feature ancient-style music that complements rural life, creating a comfortable viewing experience. During editing, she deliberately retains natural sounds (bird calls, dog barks, cat meows) and local accents, reflecting rustic simplicity and authentic village life. Through this relaxed, comfortable, and accessible approach, Li Ziqi introduces Chinese culture and history to global audiences.

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## **2. New Requirements for Short Video Editing in the New Era**

### **2.1 Highlighting Thematic Concepts**

With numerous short video platforms and increasingly diverse video types, different genres convey varied thematic ideas to audiences. To create viral content, editors must be capable of handling different themes within specific channels and revealing profound meaning through post-production. This requires editors to possess high artistic literacy, appreciation, and comprehension skills.

Since the rise of short videos, Li Ziqi has maintained sustained public attention. Her theme of “transmitting Chinese culture” is embodied in every video. Although each episode features different content and plots, all revolve around rural pastoral life and profound Chinese culture. Such cultural content and output creates strong emotional resonance among global viewers. Only in this way can creators produce higher-quality short videos that satisfy audience aesthetic and emotional needs, generate greater traffic, and ensure that the spirit, ideas, and culture conveyed reach far and wide.

## 2.2 Ensuring Logical Continuity and Narrative Coherence

Short video content should emphasize vertical consistency, requiring editors to strictly adhere to narrative coherence principles. The most basic requirements are scene continuity, lighting and color consistency, and character movement coherence, primarily highlighted in important characters, plots, and scenes.

Unlike long-form videos, short videos must convey substantial information within limited timeframes and attract followers quickly. Editors must pay close attention to timeline arrangement: sequential editing requires logical plot development, while flashback or intercutting techniques demand careful use of suspense mechanisms and internal plot logic. They must also maintain temporal and spatial integrity to ensure story coherence and logical consistency among all content and characters. Currently, many platform videos still suffer from incomplete story structures, chaotic narratives, and imprecise language, severely affecting viewing experience, reducing quality, and diminishing dissemination power.

## 2.3 Demonstrating Personal Production Style

Short video platforms have risen with internet proliferation. In this smartphone era, short videos are no longer exclusive to internet celebrities but have become a trendy social method in people's work and lives. Dynamic video attracts more attention than abstract text or static photos and better touches audiences' hearts.

Editors must reasonably select, deconstruct, and assemble vast amounts of footage to create complete, coherent works with distinct themes and artistic appeal. First, qualified editors must understand their role and function; second, they must grasp the channel's overall style and positioning; finally, they should establish the channel's operational content, tone, and atmosphere during the planning stage. Demonstrating personal style means developing an artistic style distinct from other channels through material selection, unique visual language, special narrative methods, clever color application, and moving background music. These creative designs and distinctive editing styles optimize and shape a channel's recognizability. A skilled editor can sometimes "turn waste into treasure," performing personalized "secondary creation" on seemingly ineffective footage to produce high-quality short videos.

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## 3. Current Problems in Short Video Editing

### 3.1 Inability to Present Content Effectively Within Limited Time

Excellent short videos require not only high-quality content but also superior post-production techniques and artistry. Although editing is only part of video production, it plays a crucial role in overall quality. Currently, most platform

producers overemphasize copywriting, resulting in a phenomenon of valuing text over production and neglecting short videos as an audio-visual art form. Some even ignore content and dissemination effects, leading to low likes or few followers. Some producers neglect post-production entirely, using techniques that contradict the content itself, which not only fails to attract followers but may even create negative impacts.

### **3.2 Neglecting Detail Control in Post-Production**

In today's era of high-speed internet and 5G technology proliferation, the public has entered an age of fragmented information. In this special era, personalized demands for video products are increasing, making competition in the short video industry increasingly fierce. Across the industry, many short videos suffer from audio-visual problems and neglected details in post-production, affecting overall dissemination effectiveness.

### **3.3 Out-of-Context Editing Misleading Users**

Across the short video industry, much content on leading platforms is difficult to distinguish as true or false. Some videos seriously violate core socialist values, distort facts, feature chaotic logic, clichéd plots, and severely twisted values, drawing intense criticism from users. Such low-quality videos can cause significant negative impacts, and editors bear undeniable responsibility. Some editors fail to maintain quality control, even engaging in out-of-context fabrication to create sensational content without clarifying full events, misleading users toward negative interpretations.

### **3.4 Innovation in Editing Technology and Art Requires Improvement**

As the fastest-growing audio-visual service format in the new media context, short videos have experienced explosive growth, particularly due to the pandemic and “stay-at-home culture.” This high-speed development environment demands innovation. On platforms like Douyin, Kuaishou, Xiaohongshu, and Xigua Video, most producers incorporate trendy elements and novel viewpoints. However, short videos' special attribute—where anyone can become a creator—results in uneven quality due to diverse content and varying technical levels and innovative thinking among producers.

This makes it challenging to properly grasp innovation. For established influencers with large followings, sudden introduction of innovative elements may trigger fan backlash and unfollowing, ultimately reducing traffic and engagement. For new creators, excessive focus on innovation and frequent style changes make audiences perceive content as unstable and inconsistent, reducing favorability and prompting unfollows. Therefore, post-production staff must balance innovation: too much affects vertical consistency, while too little causes aesthetic fatigue.

## 4. Innovative Strategies for Short Video Editing Art Development

### 4.1 Actively Exploring Diversified Editing Approaches

In today's era of rapid technological development, the popularization of 5G networks and the emergence of 4K, 8K, VR, AR, MR, AI, and interactive videos have injected new vitality into the short video industry, enabling creators to break through temporal and spatial limitations and enrich audiences' digital content experiences. However, new technologies require specific transmission channels and viewing equipment, making rapid popularization difficult and leaving audience interest in these technologies not yet fully stimulated—currently a major obstacle in the virtual reality market.

Technological innovation brings changes in communication and viewing methods. Short video creators should strengthen their use of these new technologies to carry richer content. The industry has broad prospects, and practitioners should leverage new technologies and methods to promote efficient, healthy, and sustainable development.

Digital-era editors, deeply influenced by internet culture, must combine current online hotspots to create viral content. In editing, they can employ techniques such as content cutting, speed variation intercutting, reverse playback, and canvas masking. When selecting background music, they must capture emotional nuances, as the transition between sadness and passion, humor and indignation, or awkwardness and relief can hinge on a musical choice. For emotional processing, short shot jump cuts and close-up rendering are primary methods. For special actions, action reduction, displacement, and decomposition techniques are key. However, these should not be applied uniformly; editors must select appropriate techniques based on video content and plot needs to ensure artistic quality.

### 4.2 Integrating Rich Content Elements

Editing can be considered secondary creation for short videos. Post-production must balance differentiation and unity. Differentiation means having immediately recognizable distinctions from other videos—only through unique editing techniques can editors attract more users and generate greater traffic. Unity means maintaining consistency in shooting style, editing techniques, and content creation with the channel's established style. When creators identify high-traffic video types through data, they should continue updating similar content to strengthen the channel's persona, style, and brand value, laying a solid foundation for future traffic monetization.

Editors can integrate rich content elements based on video needs, appropriately adding special effects, dubbing, sound effects, subtitles, and copywriting that align with the video's essence. If audio serves as the main thread, music determines the video's rhythm, enabling audiences to perceive the video more 立

体地 (three-dimensionally)—which explains the prevalence of beat-synced videos on leading platforms.

### 4.3 Fast and Efficient Editing as a New Requirement

Recently, some bloggers have adopted a new model of shooting and updating simultaneously, rather than the traditional shoot-first-broadcast-later approach. This model greatly attracts audience attention, provides more choices, and enhances viewing interest. This workflow update requires production teams to optimize their overall structure and places higher demands on editors. To achieve simultaneous shooting and broadcasting, editors must perform fast, efficient editing, where quality becomes crucial for post-broadcast dissemination. Production teams must also prioritize hardware proficiency, as mastering editing software and tools lays the foundation for rapid, high-quality output.

### 4.4 Strengthening New Media Technology Application

In summary, the new media context places higher demands on short video editing art. The same material, when edited by different editors with different styles and skill levels, directly affects presentation outcomes. This requires editors to actively explore more techniques, develop distinctive styles, combine them with content to enhance performance effects, and enable users to enjoy more high-quality short video products.

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