

Research on the Integrated Dissemination Strategy of Short-Form News Videos for Radio and Television Media in the Era of Media Convergence: Postprint

Authors: Ge Jing

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Abstract

With the proliferation of self-media, short video formats have gradually emerged as the primary channel for fragmented information acquisition. Broadcast television news media, which has long maintained high authority and scientific credibility among audiences, serves as a vital mechanism for the public to comprehend national policies and monitor social development. Consequently, within the converged media landscape, broadcast television institutions must thoroughly analyze the advantages of short videos, enhance the integration between news media and short video platforms, disseminate correct values, guide public opinion, continuously innovate developmental modalities, reform news production paradigms in step with the times, and explore integrated communication strategies for news-oriented short videos in the converged media era, thereby advancing the dissemination and development of broadcast television news programming.

Full Text

Preamble

Exploring Integrated Dissemination Strategies for News Short Videos by Radio and Television Media in the Era of Media Convergence

(Nanjing Broadcasting Group, Nanjing, Jiangsu 210001)

Abstract: With the development of self-media, short video formats have gradually become the primary channel for fragmented information acquisition. Radio and television news media have long maintained high authority and credibility among audiences, serving as an important means for people to understand national policies and follow social development. Therefore, in the context of

media convergence, radio and television media must thoroughly analyze the advantages of short videos, fully develop the cohesion between news media and short videos, promote correct values, guide public opinion, continuously innovate development formats, and reform news production models in step with the times. This paper explores integrated dissemination strategies for news short videos by radio and television media in the media convergence era, hoping to further improve the dissemination and development of news programs.

Keywords: Radio and television news; media convergence; short videos; development formats; production models; dissemination methods

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Introduction

With the popularization of the internet, self-media has developed rapidly, posing enormous challenges to traditional media industries. In the era of all-media, short, fast-paced video formats have gained widespread popularity, enabling people to quickly access trending information and expand their knowledge reserves without time or location constraints. Radio and television news media have traditionally been trusted official sources of information. However, with the rise of self-media short videos, their audiences are gradually being diverted, and their influence has declined to some extent—a trend detrimental to the development of radio and television news media. Consequently, in the media convergence era, traditional news media must undergo comprehensive upgrades in content format, editing methods, and dissemination channels to better meet public needs, demonstrate the guiding role of news information, expand audience reach, and thereby enhance market competitiveness and influence to provide quality news information for the people.

This paper analyzes the characteristics and advantages of news short video dissemination in the media convergence era, examines the current challenges facing traditional radio and television news short video dissemination, and proposes corresponding integrated dissemination strategies, hoping to provide some reference for the development of China's radio and television news media.

1. Characteristics and Advantages of News Short Video Dissemination in the Media Convergence Era

Media convergence emerges from the integration and mutual complementarity of traditional and new media against the backdrop of internet popularization, primarily designed to meet people's need for rapid information acquisition

in today' s fast-paced life. Converged media dissemination is not confined to traditional models but fully utilizes existing self-media platforms such as official Weibo accounts, WeChat public accounts, Douyin (TikTok) channels, and Kuaishou accounts, significantly expanding audience reach and demonstrating the efficiency, interactivity, and diversity of modern media communication.

First, radio and television news dissemination in the media convergence era enhances transmission efficiency through broader channels, elevating the social impact of news. Second, it gains interactivity, as audiences can fully express their views and insights on news events through public accounts, Weibo, and self-media platforms, enabling real-time interaction with news media. This not only transforms the traditional one-way communication model but also enhances public participation in news and increases audience engagement. Finally, it expands news information dissemination channels. Against the backdrop of rapid online media development, the integration of traditional print and television media with online media not only broadens sources for audience information acquisition but also expands the audience base for news media, enabling more young people to understand and follow news through online platforms and guiding them to form correct values.

2. Challenges in Radio and Television News Short Video Dissemination in the Media Convergence Era

As the integration between traditional and new media deepens, technical issues, channel limitations, and ideological constraints have seriously affected the development of radio and television news short videos, representing major challenges that must be overcome in the media convergence era.

2.1 Technical Issues

Radio and television news media typically conduct on-site interviews and recordings, followed by post-production data integration, fact verification, and multi-layered review before broadcast—a time-consuming process. Although short videos are brief, they still require production time, and particularly good short videos often need multiple rounds of lengthy post-production editing, preventing many important stories from being disseminated immediately. This fails to adapt to the current fast-paced lifestyle and meet immediate audience needs. Therefore, radio and television news media must first achieve technological innovation to rapidly identify news events and seek the fastest, most convenient technical software for production, accelerating production cycles and improving efficiency to satisfy audience demands for immediacy.

2.2 Channel Limitations

Currently, radio and television news media still primarily rely on television, radio, and newspapers for dissemination. However, today' s young people are more accustomed to using mobile terminals to obtain current affairs news and

information from the internet. This traditional platform model severely impacts dissemination efficiency and hinders the development of television news media. The media convergence era urgently requires the expansion of new channels to broaden communication reach.

2.3 Ideological Constraints

Some news editors and practitioners in radio and television news media remain ideologically conservative, unwilling to transform, and fail to fully recognize the development advantages of short videos. They continue to adhere to traditional models in news content editing and publication channels. Additionally, some media workers believe that short video development is merely a “flash in the pan” that cannot fully align with news media development trends, leading to complacency during transformation and upgrading.

3. Integrated Dissemination Strategies for Radio and Television News Short Videos

3.1 Breaking Traditional Concepts to Enhance News Attention

In the media convergence era, the integrated dissemination of radio and television news short videos must transform traditional mindsets by combining news media development with the demands of the information age to gradually improve transmission rates, influence, and credibility among the public. First, radio and television news workers must possess innovative thinking capabilities and actively explore professional development paths for news short videos, leveraging the advantages of short videos in information dissemination to continuously expand market core competitiveness. Second, to better adapt to news media development in the media convergence era, professional and complete technical teams must be built, requiring not only the creation of distinctive brand programs but also the development of information technology channels for news editing to achieve integrated news short video development. Finally, mindsets regarding converged news development must be accelerated. Currently, fragmented information acquisition remains the mainstream, and news media dissemination must firmly seize this opportunity by integrating the advantages of short videos and news media, leveraging multiple internet platforms to actively move closer to audiences. Based on different media platforms and audience needs, secondary creation should be conducted while maintaining the authenticity, healthiness, and effectiveness of news content, enabling program content to reach audiences across more levels and age groups, thereby increasing attention to news short videos.

In this regard, CCTV’s “Anchor in News” undoubtedly serves as a “model” for all news media in short video creation. It not only leverages the influence of “Xinwen Lianbo” (News Broadcast) among the public but also fully utilizes the characteristics of modern short video creation, perfectly aligning with people’s lives and preferences, attracting a growing number of young people to follow cur-

rent affairs news. Furthermore, through forwarding and diffusion by provincial and municipal television stations, it reaches deeper into grassroots audiences, enabling more people to follow the development of “Xinwen Lianbo” and setting an example for numerous news media short video integrations. According to current statistics from the Douyin App, “Anchor in News” has garnered hundreds of millions of clicks and over ten million followers. These data concretely demonstrate the feasibility and necessity of radio and television media news short video integration, fully illustrating that radio and television news development must advance with the times and comprehensively transform traditional mindsets to interpret news leadership in ways that audiences love, thereby enhancing audience attention.

3.2 Effectively Integrating Resources and Innovating Program Formats

With the development of network technology, 5G and artificial intelligence are continuously enriching people’s leisure lives, greatly satisfying their pursuit of efficiency and quality in fragmented information. Against this backdrop, fully leveraging the advantages of traditional news media, integrating multiple media platforms, effectively consolidating radio and television news media data resources, and improving the authenticity and effectiveness of news information dissemination represent important breakthrough points brought by current network technology development for converged news dissemination.

In the context of rapid video social development, after conducting on-site interviews, journalists can clip key content and quickly upload it as short videos to official online platforms, enabling audiences to obtain news information immediately. For example, China Central Television has fully combined the advantages of short videos—“short, flat, and fast”—to innovatively launch the news short video column “Anchor in News,” meeting current demands for fragmented information acquisition in fast-paced lifestyles. This column not only changes the traditional format requiring audiences to sit in front of a television for dozens of minutes but also condenses content and employs vocabulary familiar to contemporary people to report on livelihood issues and hot news that audiences care about. The launch of this column not only transforms the serious, reserved impression of news broadcasting among audiences but also attracts a large number of young people to begin caring about current affairs news. Simultaneously, forwarding by major self-media platforms expands the column’s reach, enabling more people to watch anytime and anywhere, aligning with current reading habits. Due to presenting news issues, contradictions, methods, and content within a short timeframe, the short video model allows audiences to quickly develop interest in news content, strengthening attention to 事态发展 and thereby improving radio and television news ratings.

Moreover, the shooting style and humorous language of news short videos enable audiences to understand entire 事态发展 in a relaxed and enjoyable atmosphere, playing a guiding role in news public opinion. The comment functions

under self-media platforms should be fully utilized to allow audiences to express viewpoints and post comments, thereby achieving mutual communication with officials and other audiences. From CCTV's "Anchor in News," we can observe that video production has changed traditional news editing models, extensively using internet memes and incorporating popular online phrases to enrich speech patterns.

In the media convergence era, effectively integrating various resources is essential. Only by gathering more information can national policies and people's livelihood issues be better transmitted, and positive social energy be disseminated. Only by comprehensively innovating program formats to suit contemporary public "tastes," adopting topic-based dissemination forms, and paying attention to public sentiment can news dissemination be more effectively integrated into news events, thereby improving the efficiency and quality of news transmission.

3.3 Expanding Dissemination Channels and Spreading Quality Content

Traditional radio and television media generally rely on broadcasting, television, and newspapers for news dissemination, with relatively narrow channels. Audience access to information is fixed to certain periods, and although rebroadcasting exists, missing the original airing makes it difficult to obtain the latest news content, which somewhat weakens the timeliness and effectiveness of news dissemination. In the media convergence era, people have begun using the internet to obtain information, with young people primarily accessing news through websites, public accounts, and self-media platforms conveniently and quickly. Therefore, traditional media must break inherent news dissemination patterns, broaden channels, and provide news formats that better meet audience needs to achieve better dissemination.

Currently, many traditional media outlets have opened multiple self-media platforms online and comprehensively established Weibo, WeChat public accounts, and web push activities to operate in parallel with traditional dissemination methods, complementing each other and achieving good results. For example, Nanjing Broadcasting Group's "Live Nanjing" video account fully utilizes host resources, cooperates with relevant policies from the Nanjing Municipal Party Committee and People's Government, selects news hotspots close to citizens' lives, and shoots short videos for public opinion guidance. In 2020, when the city implemented garbage classification, hosts shot short videos at different garbage classification locations—communities, residents' homes, garbage sorting points, and treatment plants—to publicize garbage classification regulations and methods to society, enabling citizens to become familiar with and cooperate with the policy through vivid scenes, with remarkable results. Another example is the "Live Nanjing" section of Nanjing Broadcasting Group's Niuka Video, which shot numerous short videos presenting Nanjing's four-season beauty, urban construction changes, citizens' home life dynamics, and fashionable New Year

atmosphere from different angles, allowing citizens to experience a better life and understand surrounding changes without leaving home.

However, in an era where traffic is paramount, we should also note that some media have failed to maintain the inherent rigor and scientific nature of news, blindly imitating online broadcasting formats and producing many homogeneous and low-quality videos. Such news short video dissemination models not only fail to play a media public opinion guidance role but also reduce news media credibility, hindering news media development. Therefore, while expanding dissemination channels in the media convergence era, radio and television news must maintain a safe and clean online environment, fully applying the scientific nature and leadership of traditional news media to bring positive energy to society. News events must be carefully selected to not only align with people's lives but also expose modern social problems, with socialist core values as the mainstream ideology, disseminating quality news content, actively guiding social 舆论 in a positive direction, and helping audiences form correct values. For example, CCTV's "Anchor in News" column, while maintaining the authority of "Xinwen Lianbo" content, has anchors use modern colloquial language to analyze news events and internet buzzwords to narrow the distance with audiences, allowing viewers to appreciate the "counter-cuteness" of traditional media while also experiencing the positive information energy brought by a safe and clean online environment.

In the media convergence era, the integration of radio and television news short videos must fully combine the advantages of news media and short video development, continuously innovate content editing formats, leverage self-media platforms, transform mindsets, integrate data resources, actively expand radio and television news dissemination channels, and better achieve the integration of modern technology with traditional media to further promote the development of radio and television news media and better exert the positive 舆论 leadership of news media in society.

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Author Bio: Ge Jing (1970-), female, from Nanjing, Jiangsu, associate senior professional title, chief editor, research direction: news editing.

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

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