

Postprint: News Short Video Content Production and Communication Strategies in the Context of Media Convergence

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

Abstract

Although media convergence represents the general trend, numerous media resources have lost their innovative capacity in content production during further integration. Much short-form video news content fails to establish memorable points, identify livelihood dimensions, engage with emotional aspects, or emphasize positive messaging, leading to a significant decline in dissemination efficacy. Accordingly, this article investigates the characteristics, requirements, and dissemination strategies of news short video content production through a four-dimensional framework encompassing “point, line, surface, and quantity.” The objective is to enhance memorable elements within news short video content, construct a comprehensive livelihood dimension across the full spectrum of news communication, resonate with public sentiment, and actively transmit positive energy.

Full Text

Content Production and Communication Strategies for News Short Videos from the Perspective of Media Convergence

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Abstract

Although media convergence represents the general trend, many media resources have lost their innovative capacity in content production during further integration. Numerous short video news items fail to capture memorable points, identify people’s livelihood themes, connect with emotional dimensions, or emphasize positive energy, resulting in a significant decline in the communication

efficiency of news short videos. To address this, this article explores the characteristics, requirements, and communication strategies of news short video content production from four dimensions: “point, line, surface, and quantity.” The aim is to strengthen the memorability of news short video content, construct a comprehensive people’ s livelihood perspective in news communication, cater to public emotions, and actively transmit positive energy.

Keywords: news propaganda; short video; content production; communication strategy; people’ s livelihood

Chinese Library Classification: G210

Document Code: A

Article ID: 1671-0134(2021)05-055-03

DOI: 10.19483/j.cnki.11-4653/n.2021.05.016

Citation Format: Cheng Shi. Content Production and Communication Strategies for News Short Videos from the Perspective of Media Convergence [J]. China Media Technology, 2021(05): 55-57.

Contemporary society has entered the era of media convergence. Compared with the traditional media era, news gathering and editing now possess greater technological advantages while simultaneously becoming more complex.[1] Short video news achieves rapid dissemination by leveraging media resources from various sources, yet this has simultaneously introduced new challenges in content production. How to enhance the memorability of news short videos, how to construct a complete people’ s livelihood narrative, how to evoke emotional resonance among the public, and how to transmit the positive energy of the new era are all crucial issues in news short video content production. Therefore, it is necessary to explore these matters from the perspective of media convergence and conduct in-depth research on the production methods and communication strategies of news short video content. The following analysis is presented.

1. The Four-Dimensional Framework: Point, Line, Surface, and Quantity

1.1 The Dimension of “Point” : Hotspot, Blind Spot, and Memory Point

1.1.1 Hotspot

The so-called “hotspot” refers to topics of intense public discussion. All news short videos that make it to trending lists are undoubtedly hotspot news content. The reason hotspots become “hot” lies in the fact that the news content stimulates public discussion enthusiasm, causing news short videos to spread widely and enhancing the media’ s own exposure and recognition.

1.1.2 Blind Spot

The so-called “blind spot” represents what the public does not know. News short videos that expose social phenomena and restore the truth of news events are all disclosures of social blind spots. Although blind spots may appear to run

counter to hotspots, they precisely confer the public' s right to know. Therefore, the news value of blind spot reporting is no less significant than that of hotspot news.

1.1.3 Memory Point

Both hotspots and blind spots are crucial for news media to enhance the memorability of short video content. However, “hotspot \neq blind spot \neq memory point.” The fact that all media flock to hotspots while ignoring blind spots has created homogenization in short video news content production. Media attention to important news has decreased, while enthusiasm for sensational topics remains extremely high.[2] This leads to overlapping memory points in the public' s perspective, weakening the effectiveness of news communication and wasting news media resources invisibly.

1.2 The Dimension of “Line” : Main Line, Auxiliary Line, and People' s Livelihood Line

1.2.1 Main Line

In the era of integrated media, mainstream media remains the main line of news communication. The *Regulations on Internet News Information Services* stipulates: “Providing internet news information services to the public through websites, applications, forums, blogs, microblogs, public accounts, instant messaging tools, webcasts, and other forms requires obtaining an internet news information service license; conducting such activities without permission or beyond the licensed scope is prohibited.” [3] Consequently, mainstream media continues to serve as the primary voice of the era and remains the main line of news communication.

1.2.2 Auxiliary Line

After obtaining news information service licenses, self-media repost mainstream media news content and conduct secondary processing in short video form through excerpting, combining, commenting, and other methods, thereby expanding the auxiliary line of news communication. Due to the vast number of self-media entities, apart from major news events, their coverage of trivial matters in public life actually possesses inherent advantages for wide dissemination. In particular, since short video production methods vary from person to person, the final video effects are more diversified. Therefore, from the perspective of news short video content production characteristics, self-media' s advantages in assisting news short video communication are evident, with significant diversified creative strengths, making it an important auxiliary line in news short video content production.

1.2.3 People' s Livelihood Line

Whether mainstream media or self-media, the ultimate goal of news short video content production is to construct a “comprehensive people' s livelihood line.” While mainstream media possesses inherent advantages in reporting major news events, self-media also expands the civilian perspective of news coverage. Mainstream media represents the voice of the state, while self-media represents the voice of the people, creating a dialogue of news communication resources and

thus making the conditions for media convergence more sufficient. Therefore, losing either party's strength is insufficient to support the overall situation of media convergence, and news short video content production would also be limited by insufficient news material resources.

1.3 The Dimension of “Surface” : Positive, Negative, and Emotional Aspects

1.3.1 Positive

Positive reporting involves selecting positive subjects from major news themes, promoting social order and virtue, establishing positive social customs, and constructing the new era's main melody of news propaganda. Examples include “Suqian Leaders Investigate Key Projects in the Grand Canal Cultural Belt,” “The High-Speed Rail Era Has Arrived in Suqian: Unlocking the Scenery of Jiangsu's 13 Prefecture-Level Cities by High-Speed Rail,” and “October Air Quality Rankings for Jiangsu's Prefecture-Level Cities Released: Xuzhou and Suqian Have Lowest Excellent Air Quality Rates.” Even though short video news content is “short, fast, and flat” or even “fragmented,” media will concentrate their efforts on reporting social positive energy, which is an eternal journalistic professional ethic.

1.3.2 Negative

Negative reporting possesses strong criticality, maintaining a critical attitude toward all social phenomena that violate socialist core values. Examples include “Rosen Convenience Store's Oden Falls on Floor, Rinsed and Sold; Staff: Floor Cleaned Daily,” “Harbin Man Pulls Knife and Kills Due to Lane Cutting,” and “Fake Sale of Anti-Epidemic Materials Actually Fraud for Gambling.” Although these short video news reports carry serious negative emotions, they also expose objective facts of social phenomena. Short video news must not only report positive news to give the public confidence in life but also expose hypocrisy, criticize evil, restore the truth of news events, and confer the public's right to know.

1.3.3 Emotional Aspect

Whether positive or negative news, news short video content production ultimately needs to cater to public emotions. The emotional anchor of such news video content lies in confidence in the development of society in the new era and rejection of all that violates social order and customs. Public emotions are inspired by positive news and grieved and angered by negative news, all representing psychological resonance at the emotional level. Only short video news content that resonates more strongly with public emotions can stand out in the era of media convergence.

1.4 The Dimension of “Quantity” : Traffic, Voice Volume, and Positive Energy

1.4.1 Traffic

After news short video content is produced, it is uploaded to various online media platforms such as Douyin, KuaiShou, Miaopai, and Tencent Weishi. The traffic on each short video platform is not entirely identical, with user groups showing

differentiation and overlap. The higher the public attention on a platform, the higher the click-through rate for news short videos, and thus the greater the traffic value generated.

1.4.2 Voice Volume

Voice volume represents the feedback of social support rates after media reports, equivalent to an objective portrayal of media influence. In the past, mainstream media occupied the primary news sources for the public, possessing absolute voice advantages. However, in the era of media convergence, many self-media short video news items exceed mainstream media in dissemination volume, with their accumulated energy to speak for the era even rivaling that of mainstream media.

1.4.3 Positive Energy

Traffic determines the exposure rate of news short videos, voice volume represents media influence, but their commonality lies in continuously transmitting social positive energy. If short video news content lacks positive energy, even unlimited dissemination is meaningless for social development. However, even the smallest traffic should use the greatest voice volume to spread the positive energy of the new era—this is an indispensable value orientation for media convergence. Compared with traditional media, online media possesses stronger immediacy and greater comprehensiveness.[4] Therefore, mainstream media tends to leverage online media to expand voice volume and thereby spread positive energy. When traffic for news short videos increases, social attention follows suit, equivalent to expanding the voice volume of mainstream media, which supports the transmission of positive energy through news short videos.

2. Content Production Requirements for News Short Videos in Media Convergence

2.1 “Hotspot = Blind Spot = Memory Point” Enhances Public Opinion Guidance

News reporting bears significant responsibility. Even in short video news content production, the inequality “hotspot \neq blind spot \neq memory point” must be transformed into the equation “hotspot = blind spot = memory point.” In terms of news content selection, using blind spot knowledge to explain hotspot issues can truly enhance public memory points and guide public opinion toward correctness.

2.2 “Main Line + Auxiliary Line = People’s Livelihood Line” Expands Resource Integration Capacity

With balanced media forces from all parties, despite different divisions of labor, news short video content production must achieve joint voice from mainstream media and self-media to construct a comprehensive news perspective of “main line + auxiliary line = people’s livelihood line.” In terms of media resource integration, joint voice is an inevitable choice in the era of media convergence. Mainstream media cannot directly occupy the high ground of public opinion fields by

leveraging resource advantages alone; self-media with reasonable grounds can still present topics that spark public discussion in short videos. The organic combination of the two represents the ultimate demand of the media convergence era and facilitates news short video content production in obtaining resources from all parties.

2.3 “Positive + Negative > Emotional Surface” Content Must Be Down-to-Earth

The content architecture of short video news must consider public emotions and be down-to-earth to use positive guidance to dissolve negative emotions and enhance the communication effectiveness of “positive + negative > emotional surface.” In terms of news reporting content architecture, being down-to-earth is a prerequisite for short video news to spread rapidly. If the negative emotions inherent in news content severely affect public psychological feelings, it will limit the actual effectiveness of news communication. Therefore, news short video content production must cater to public emotional needs and necessarily demonstrate benefits while avoiding the dissemination of negative emotions.

2.4 “Traffic < Voice Volume < Positive Energy” Iterative High-Efficiency Communication

Even the smallest traffic can produce a tremendous voice and transmit greater positive energy. Media convergence is precisely a development model that uses traffic to drive voice volume and gradually expand the communication efficiency of positive energy. For short video news to better speak for the era, it needs to walk the practical path of “traffic < voice volume < positive energy.”

3. Communication Strategies for News Short Video Content Production

3.1 Using “Hotspots” to Drive “Blind Spots,” Leading the Public’s “Memory Points” Back to Social Values

Mainstream media should remember its mission and continuously perform its important function as the “eyes, ears, and voice” on new media platforms. On the one hand, it can track and report on hotspot news, maintaining news heat through well-produced short videos. On the other hand, it must pay greater attention to blind spots within hotspot news, helping the public overcome misunderstandings by discovering key knowledge and expert explanations. Thereby using “hotspots” to drive “blind spots” and leading the public’s “memory points” back to social values.

When foreign media reporters cover “New York State to Fine Hospitals Slow in COVID-19 Vaccine Rollout,” while Chinese journalists report “Beijing Activates 220 COVID-19 Vaccination Sites, Vaccinating Over 70,000 People in Two Days,” the difference lies in the former focusing on the heat of the topic selection for short video news, while the latter explains the importance and safety of vaccination work. Vaccine efficacy and vaccination sites constitute “blind spots” in public opinion; only when short video news provides correct guidance can it

answer public questions and resolve doubts instead of fueling heated discussions. The element that enhances public memory points is not how to punish hospitals but how to help the public overcome misunderstandings. Therefore, in short video news content production, eliminating blind spots is indeed a critical task for media work, as only this can enhance the public opinion guidance of news short video content.

Furthermore, the Douyin account of *Xinwen Lianbo* (News Broadcast) adds commentary subtitles to many short video news items, allowing memory points to be guided by subtitles that explain knowledge blind spots not easily understood. Public memory points form a dual memory from video to subtitle, with hotspots and blind spots overlapping and merging again, leaving a deep impression on viewers and correctly guiding netizens' public opinion attitudes back to positive social values.

3.2 From “Main Line” to “Auxiliary Line,” Traversing China’s “People’s Livelihood Line” to Tell China’s Stories Well

Telling China’s stories well is a duty that media professionals must fulfill, especially in an era where short videos are popular across the internet. All media parties must strengthen cooperation and make good use of each other’s communication resource advantages. This helps mainstream media speak for the era and supports self-media in voicing the concerns of the people, moving from “main line” to “auxiliary line” and traversing China’s “people’s livelihood line” to tell China’s stories well.

After the short video news content “Changtai Yangtze River Bridge Grasps Epidemic Prevention and Control, Implements First Steel Caisson Pouring for Main Bridge” was released, it was quickly reposted by central media platforms such as CCTV’s *Morning News*, *News 30 Minutes*, *Economic Daily*, and Xuexi China. However, its readership and repost volume were not high, and the dissemination advantages of self-media were not evident. In contrast, the short video news “Their Stories” was published and broadcast by over 200 media outlets. The story narrates the genuine emotions of six employees from four railway bureaus in Guangzhou, Beijing, Taiyuan, and Nanning fighting on the front lines of the epidemic, with total online views exceeding 20 million. The former failed to effectively mobilize the advantages of multi-party media resources, while the latter, with the assistance of media platforms including Xinhua Net, People’s Daily Online, Tencent, NetEase, and Sina, further expanded self-media communication resources, thus achieving higher communication efficiency and social attention. Another example is “Farmer Couple’s Magical Dance Goes Viral,” which received 1.65 million likes, 25,000 comments, and 73,000 reposts. Initially broadcast only on Douyin and Kuaishou platforms, it was subsequently reposted by over 120 media websites including *China Daily*, *China Youth Net*, *The Paper*, Tencent, Sina, and NetEase, finally attracting CCTV’s attention and forming even broader communication effectiveness. Further integration of media resources is an inevitable choice for telling China’s stories well. Only when news short videos narrate a “people’s livelihood line” with Chinese char-

acteristics, moving from mainstream media to self-media, can they truly speak for the new era, live up to every passion, and waste no media resources.

3.3 Emphasizing the “Positive” and Eliminating the “Negative,” Driving the News “Emotional Surface” to Connect with People’s Grounded Reality

With the upgrading of mobile network technology and the fragmentation of public reading time, positive news and negative reports fill the entire online world. Public emotions are increasingly influenced by news information, and the broader coverage of short video news makes its impact on public emotions even more pronounced. Only by strengthening positive guidance and weakening negative emotions can public psychological resonance be emotionally catered to. Therefore, news short video content production needs to emphasize the “positive” and eliminate the “negative,” driving the news “emotional surface” to connect with the people’s grounded reality.

The CCTV News client has broken down departmental barriers to achieve resource sharing and distributes short video news on platforms such as Ximalaya, Douyin, Kuaishou, and Bilibili, aiming to expand traffic advantages by utilizing media resources from all parties. Before entering Ximalaya, CCTV researched the platform’s user preferences, and precise user profiling made short video news content push more appropriate, thereby infinitely expanding CCTV’s voice volume. In the wonderful content of programs such as *Anchor Talks about News Broadcast*, *Morning, News is Here!*, and *Night Reading*, short videos further transmit the main melody of the era. Such positive energy is the unchanging truth of “content is king.” In these reports, the overall language style is humanized, ordinary people receive the positive energy signals transmitted by mainstream media, extensive comments and heated discussions emerge, and together they sing the main melody filled with positive energy, resulting in better social response and higher communication value.

In the coverage of the “Hangzhou Woman Missing Case” by CCTV’s *Xinwen Lianbo* Douyin account, although only a dozen seconds long, it generated intense social response. On the one hand, it briefly commented on the perpetrator’s criminal behavior; on the other hand, it highlighted and praised the solid investigative work of Hangzhou police, effectively guiding public attention. Netizens widely praised and paid tribute to Hangzhou traffic police. After the short video news report, it accumulated 89,000 comments, 2.83 million likes, and 36,000 reposts. In such news reporting, positive comments outweighed negative emotions, and public emotional resonance was profoundly stimulated, resulting in better social response. What the public wants to see is not the disappearance of the Hangzhou woman without any news, which would only create social panic—the wider the dissemination of such short video news, the worse the social response. Short video news content production should focus on how Hangzhou police screened suspects, how they stuck to their posts for targeted investigation, and how they discovered criminal facts and objective evidence. Then public emotions would dilute the negative emotions of the negative news

and shift toward respect for Hangzhou police. Only when emotions connect with the people' s grounded reality can it be more welcomed by the public and achieve more ideal communication effects.

3.4 Using “Traffic” to Expand “Voice Volume,” Helping Media “Positive Energy” Champion the Main Melody of the Era

Every media outlet' s traffic is limited, so integration and resource complementation are necessary. Every media outlet' s voice volume is limited, so iterative combinations and joint voice are needed. Every media outlet has the obligation to spread positive energy, so it is even more necessary to leverage traffic complementarity to expand the voice volume of short video news and transmit positive energy.

In summary, in the era of media convergence, news short video content production needs to clarify the principles of “hotspot = blind spot = memory point,” “main line + auxiliary line = people' s livelihood line,” “positive + negative > emotional surface,” and “traffic < voice volume < positive energy.” This enhances public opinion guidance, expands resource integration capacity, creates down-to-earth news content, and improves the communication efficiency of short video news. It is recommended that when mainstream media produces short video news content, they should use “hotspots” to drive “blind spots,” leading the public' s “memory points” back to social values; move from “main line” to “auxiliary line,” traversing China' s “people' s livelihood line” to tell China' s stories well; emphasize the “positive” and eliminate the “negative,” driving the news “emotional surface” to connect with the people' s grounded reality; and use “traffic” to expand “voice volume,” helping media “positive energy” champion the main melody of the era.

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

Source: ChinaXiv –Machine translation. Verify with original.