

## Analysis of the Important Role of Short Video Editing and Production in All-Media Editing and Distribution (Postprint)

**Authors:** Li Jun

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

### Abstract

With the continuous development of information network technologies, new media has experienced rapid advancement, and short videos have gradually emerged as an important platform for individuals to share their lives, thereby facilitating more extensive and expedited information dissemination. Initially, short video editing appeared in the form of vlogs on the Weibo platform. With the evolution of information technology, applications specifically designed for short video production have gradually proliferated across the internet, with platforms such as Kuaishou, Douyin, and Huoshan experiencing rapid development. Short video production and editing has become one of the significant communication modalities in the contemporary era, enabling individuals to share their lives, promote and market products, among other applications, thereby exerting substantial influence on social life. Based on this context, this paper analyzes the important role of short video editing and production within all-media editing and distribution workflows.

### Full Text

#### Preamble

**Title:** Analysis of the Important Role of Short Video Editing and Production in All-Media Publishing

**Author:** (Weiyuan County Converged Media Center, Dingxi, Gansu 748200)

**Abstract:** With the continuous development of information network technology, new media has experienced rapid growth, and short videos have gradually become a crucial platform for people to share their lives, facilitating broader and faster information dissemination. Initially, short video editing emerged in the form of vlogs on Weibo. As information technology has advanced, dedicated short video applications have gained prominence online, with platforms

such as Kuaishou, Douyin, and Huoshan developing swiftly. Short video editing and production has become one of the most important modern communication methods, enabling people to share their lives and promote products, thereby exerting significant influence on social life. Based on this context, this paper analyzes the important role of short video editing and production in all-media publishing and distribution.

**Keywords:** short video; editing and production; all-media publishing; production and communication techniques; guiding public opinion

---

The advent of the all-media era has transformed how people access information, satisfying demands for diverse information formats while accelerating both the speed and scope of dissemination. Short video editing and production integrates audio, images, text, and other elements to better capture attention. Moreover, short video editing is more convenient, with shorter production cycles that are easier to master, making it increasingly popular for presenting shared content. This satisfies the public's diverse information needs and promotes further development of social media.

## 2.1 Shorter Production Cycles

Traditional media such as newspapers and magazines require lengthy production cycles, typically involving information collection, compilation, and review, with publication usually occurring the following day [3]. In contrast, short video editing and production involves simple online editing of recorded footage with brief text descriptions, enabling rapid review and more intuitive information dissemination. This significantly reduces production time and enhances the timeliness of information 传播.

### 1.1 Diversification of Media Information

As living standards improve, public demand for information continues to evolve, with audiences increasingly favoring diversified media content. To better satisfy these needs in the all-media era, media communication has become more colorful, integrating sound, images, text, and multiple elements to meet diversified information demands [1].

### 1.2 Rapid Development of Media Channels

In the traditional media era, information dissemination was limited to television programs, newspapers, and radio. However, with the arrival of the all-media era and the rapid development of information network technology, the number of information dissemination channels has continuously increased, particularly through the emergence of various mobile applications that have driven the rapid growth of short video editing and production. Popular platforms such as Douyin and Kuaishou have simplified information editing and accelerated dissemination

speed [2], allowing people to share their daily lives anytime and anywhere via mobile software, profoundly impacting the development of the all-media era.

### **1.3 Enhanced Media Interactivity**

A key characteristic of all-media communication channels is strong interactivity. Most software platforms feature comment functions and even real-time bullet comments, enabling viewers to express their thoughts and opinions instantly while watching videos or reading information. This provides media editors with valuable feedback and reference opinions, helping to further promote the development and progress of all-media.

### **3.1 Meeting Public Demand for Media Information**

In the all-media era, the organic integration of new and traditional media faces broad audiences with increasingly diverse information needs. In today's competitive market, media organizations seeking long-term, stable development must continuously enhance their capabilities while meeting social information demands. Through short video editing and production, media can effectively eliminate boundaries between different media from the perspective of various audience groups. Information dissemination becomes more intuitive [4], better resonating with viewers and facilitating understanding across all age groups. Video content can convey information more intuitively and vividly than rigid text or video alone, thereby better satisfying diverse audience needs and enhancing the stability and longevity of media industry development [5].

### **3.2 Helping Guide Social Opinion**

Short video editing and production features short effective periods and wide dissemination range, enabling events to be presented more authentically to the public for their own evaluation and discussion, rather than forcing predetermined content for opinion guidance [6]. For example, during the Two Sessions, presenting content through short videos ensures timeliness while promptly disseminating the spirit of the meetings, leading positive social 舆论 and contributing to the healthy development of the all-media era.

### **3.3 Helping Improve Public Participation**

The popularization of short video editing and production has lowered the threshold for information dissemination, thereby enhancing public participation in all-media publishing. Information dissemination is no longer exclusive to production teams or news media [7]; the right to communicate has been placed in the hands of the public. People can share their lives through short videos, enriching the content of all-media publishing. Additionally, the simplicity of short video editing and its wide dissemination mean that people increasingly turn to short videos for help when encountering problems.

#### 4.1 Authenticity of Short Video Content

With the development of 全民 media, an increasing number of internet celebrities have emerged. To attract attention, some individuals may produce large quantities of false video content, affecting the normal order of social information dissemination. Therefore, short video editing and production must maintain authenticity, avoiding exaggeration and misquotation that could cause unnecessary social panic. A truthful and rigorous attitude must be upheld in short video production.

#### 4.2 Production and Communication Techniques

Short video production involves numerous subjects, requiring clear thematic design from the outset—such as humor, resource sharing, or live-stream sales—with clear themes for better targeting [8]. For filming, since playback screens are generally not large, close-up shots are needed for visual harmony. Attention must be paid to shooting stability and smooth 镜头切换, complemented by appropriate background music or visual effects to attract audiences and increase video dissemination volume.

### 5. Improving Short Video Editing Quality in the All-Media Era

While short video editing and production has lowered the threshold for media publishing and promoted all-media development, it has also affected media information quality to some extent. To ensure the healthy development of the all-media era, continuously improving short video editing quality is essential.

#### 5.1 Enhancing the Comprehensive 素养 of Short Video Editors

Short videos have a wide dissemination range and thus significantly impact social opinion. To improve quality in the all-media era, the first priority is emphasizing comprehensive 素养 requirements for short video editors—at minimum, correct worldviews and ideological/moral qualities that promote positive social energy. For instance, the real-name system currently implemented in short video editing software makes more people realize that online speech and actions also bear legal responsibility [9], making them more cautious and responsible for their conduct. This measure helps ensure short video creators consider their personal image and self-regulate to some extent. Alternatively, platforms could adopt rules similar to Bilibili's bullet comment system, requiring brief testing before short video publication to understand users' basic purposes and values while providing corresponding values education. Finally, short video platforms themselves must review published content to ensure correct values guidance and positive content that plays a constructive role in social opinion guidance, while limiting or blocking inappropriate content. Through such measures, short video creators can continuously improve their comprehensive 素养, produce more ex-

cellent short video works, and promote the healthy development of all-media publishing.

## 5.2 Understanding Audience Needs

Under all-media publishing, short video editing and production must consider the needs of different audiences. For example, newspaper audiences have high requirements for cultural content in videos and often dislike vulgar content [10], requiring short video creators to continuously improve their video connotations. Television program audiences prefer interesting, entertaining, or plot-driven video content, necessitating more lively and interesting editing with dramatic plot design to attract their attention. New media audiences tend to prefer brief yet rich information that conveys more in shorter 篇幅, requiring clear expression and concise content in short video editing to avoid 冗长. To gain more attention, creators must analyze the demand characteristics of various media audience groups to produce short video content that meets different needs. For instance, some Douyin short video creators primarily aim for product promotion but analyze specific audience group demand characteristics to attract attention. Taking “Bankrupt Siblings” as an example, this account mainly sells cosmetics, setting stories in a cosmetics store run by siblings and using product features to help customers resolve conflict points. The plot design often features twists that capture television audiences’ psychology. The dramatic and interesting storylines—such as “weird mother-in-law” or “plastic sisterhood”—exploit people’s attention to conflict resolution. Meanwhile, viewers who enjoy such storylines are often women with high demand for cosmetics, helping boost sales and promotional power. Simultaneously, the stories’ values of helping others and being bold in love and hate spread positive values, attracting more attention and contributing to the healthy development of all-media publishing.

## 5.3 Enhancing Innovativeness and Resource Integration Ability

In the all-media era, short video editing and production should follow trends and hotspots, timely capture and integrate effective real-world resources, and innovate to form unique short video content with distinctive characteristics. This ensures short video content remains novel and positive while guaranteeing stable and long-term development. Many short video producers tend to plagiarize others when editing and producing content...

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

*Source: ChinaXiv –Machine translation. Verify with original.*