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## Strategy and Reflections on Television Media' s Short-form News Videos in the Converged Media Era: A Postprint

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### Abstract

In the current integrated media era, TV media news short videos enjoy widespread popularity among the general public due to their extensive dissemination channels, flexible and varied content, and diverse forms. In the context of economic globalization, the traditional TV media industry has gradually begun to adopt news short videos, making the rationality of their layout a key issue. This paper primarily investigates the layout of such short videos, provides relevant considerations, and proposes targeted recommendations, with the conclusions being for reference only.

### Full Text

#### Preamble

#### Analysis of the Layout and Considerations of TV Media News Short Videos in the Era of Converged Media

**Abstract:** In the current era of converged media, TV news short videos have gained widespread popularity among the masses due to their extensive dissemination channels, flexible and diverse content, and varied formats. Against the backdrop of economic globalization, the traditional television industry has gradually begun to adopt news short videos, making the rationality of their layout a critical issue. This paper primarily investigates the layout of such short videos, offers corresponding reflections, and proposes targeted recommendations. The conclusions are for reference only.

**Keywords:** converged media; television media; short video; current layout; application advantages; strategies; advantages

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In the current era, audiences can access fresh news and information through traditional media such as television and radio, as well as emerging media like mobile phones and the Internet. At this stage, users' news consumption exhibits significant fragmentation characteristics. News short videos, with their brief, concise, and impactful nature, can adapt to the developmental needs of the converged media era, enabling users to quickly understand and receive news information anytime and anywhere, thereby effectively satisfying their fragmented news reading needs. To better apply short videos and facilitate the development of TV media news industry, it is essential to actively explore their layout and establish a correct understanding of their role.

### 1.1 Overview of Converged Media

The term “converged media” (Fusion media) may seem unfamiliar to many. It primarily refers to the full utilization of media carriers, integrating newspaper, television, or broadcast content with commonalities and complementary elements as media to carry out resource consolidation and construct a new type of media [1]. By increasing human resource investment and strengthening content improvement, the goals of “resource integration, promotional integration, content compatibility, and benefit sharing” can be achieved, accelerating the development of the media industry.

### 1.2 Definition of Short Video

The term “short video” refers to video content played on various new media platforms, with a duration of less than 1.0 minute, suitable for mobile and casual viewing by audiences, enabling high-frequency push [2]. Short video content covers various aspects and fields, characterized by brevity and refined production, and can stand alone as a complete piece.

## 2. Application Advantages of TV Media News Short Videos in the Converged Media Era

Traditional cultural communication carriers have significant limitations. In contrast, TV news short videos in the converged media era possess distinctive features and absolute advantages [3]. First, they can solve platform construction problems and achieve effective allocation of all shared resources. Second,

TV news short videos have a complete systematic mechanism that ensures news validity while meeting the demands of network distribution characteristics. Finally, the social attributes of these videos can adapt to the developmental needs of the times, promote social and cultural development, and fulfill the value and function of news.

### **2.1 Meeting User Needs**

Various TV media have begun to actively apply short videos to innovate news content and accelerate the speed of news information dissemination in order to meet the developmental demands of the times. China's application of news short videos is still in the exploratory stage and has certain deficiencies. News short videos, with their brief, concise, and impactful characteristics, can adapt to the developmental needs of the converged media era, enabling users to quickly understand and receive news information anytime and anywhere, thereby effectively satisfying their fragmented news reading needs.

### **2.2 Promoting News Interaction**

Traditional TV media employs a one-way transmission format to provide news information to audiences, making effective (real-time) interaction between audiences and TV media difficult [5]. In the current era, audience participation channels have also increased, including news editing, news dissemination, and news production, while audience demand for news information continues to grow. News short videos themselves incorporate numerous functions such as commenting, forwarding, and liking, which can effectively satisfy audience needs for news interaction and meet their demands for accessing news videos anytime and anywhere, providing diverse news information for the public. People can express their views and opinions, forward news to other media platforms, and facilitate information interaction and feedback among audiences across different platforms.

### **2.3 Meeting Entertainment Needs**

In the converged media context, news short videos have begun to transform into a socialized media format that can effectively transmit various types of social information and promote deep integration between news information and users' social circles [6]. Apart from national affairs and political news, other content can serve as material for news short videos. People can also directly use new media such as mobile phones and computers to record fresh happenings around them and upload them directly to networks and media platforms. News short videos also possess certain advantages in entertainment information transmission, effectively satisfying groups' entertainment and leisure needs and better aligning with popular entertainment demands.

### 3. Problems in TV Media News Short Video Layout

#### 3.1 Lack of Specialized Communication Channels

In recent years, different types and styles of short videos have emerged in domestic social media communication, widely applied in entertainment activity transmission. Regarding micro-videos on Weibo and QQ Space, this content is primarily produced by the masses for entertainment and mostly circulates within Weibo and QQ Space. Since micro-videos are only disseminated on these two platforms, their transmission scope is limited. Moreover, users of these two software platforms are mainly post-80s and post-90s youth, with limited contact among other age groups, resulting in significant communication limitations [7]. The lack of specialized communication channels leads to unreasonable short video layout and failure to maximize their utility.

#### 3.2 Complex and Uncontrollable Content

Through investigation, it has been found that currently popular short video programs include Kuaishou, Xiaohongshu, and Douyin. These platforms have spawned numerous internet celebrities, some of whose behaviors have sparked considerable controversy among the people, with large amounts of “black history” about these celebrities gradually being exposed. Many celebrities have been banned from platforms, causing misunderstandings about short videos. Additionally, some short videos frequently contain unhealthy content, which not only damages platform reputations but also creates public misunderstandings about short videos, bringing significant adverse effects to society.

#### 3.3 Similar News Content

China is currently in a rapidly developing era, and many excellent products have emerged. For entertainment and leisure, many people imitate these outstanding cultural products, leading to aesthetic fatigue from repeatedly seeing the same content on short videos. This causes some consumers to begin resisting short videos, resulting in poor social evaluations of these videos, declining viewership, and consequently affecting the development of short video enterprises.

### 4. Strategies for TV Media News Short Video Layout

#### 4.1 Building Conversion Mechanisms

During the process of converting news videos into new media formats, departments need to establish timely conversion mechanisms to ensure efficient transformation and facilitate rapid news information dissemination. On this basis, it is necessary to ensure that produced short videos can meet network distribution demands. In the current era, relevant departments should restructure personnel training, salary and benefits systems, and welfare systems to ensure that short videos meet the needs of various programs.

#### 4.2 Highlighting News Elements

In the current context, TV media should combine actual conditions, highlight key news, and strengthen real-time reporting in the production of news short videos. Due to the short duration of short videos, they cannot present the traditional six elements of news. During actual reporting, narratives should focus on people and details, reflect contradictions and conflicts in news events, and highlight news event elements to demonstrate news value.

#### 4.3 Transforming News Genres

In judging news value, the five key elements are often used as references to ensure the timeliness and interest of news information, thereby guaranteeing effective news transmission. In the current era, TV media news short videos should effectively disseminate news value. Relevant departments should incorporate the five elements in TV media news transmission, present the overall image of short videos, highlight the application advantages of news short videos, transform news genres, and promote the development of China's media industry.

#### 4.4 Diversified On-site Recording

In the short video production process, camera equipment should meet diverse needs, with current short videos often using action cameras, drones, and mobile phones for filming. Short video production should also feature diversification, implementing a "one-shot" approach or using mobile software to edit videos and transform playback modes to achieve rapid news dissemination [8]. For example, in the production of *News Express*, close cooperation with "Pear Video," "bilibili," and "Xigua Video" can optimize news short video content and expand the dissemination sources of TV news media, continuously enriching news information and absorbing fresh news content.

#### 4.5 Strengthening Data Analysis

In the current context, the layout of TV media news short videos should deeply mine information data, conduct comprehensive analysis and research, and process scientifically, actively reflecting on the current layout [9]. On this basis, combining audience groups' news needs and browsing habits can lay the foundation for TV media to produce high-quality news short video products and better satisfy audience news browsing needs. After uploading news short videos to TV media, it is necessary to comprehensively collect daily view counts and forwarding numbers and use big data technology for in-depth analysis and mining. By analyzing basic data to produce corresponding trend analyses, integrating news short video content, judging audience needs, providing targeted services, innovating news short video content formats, adjusting news short videos accordingly, improving their dissemination effects, and accelerating the development of China's media industry [10].

### 5.1 Popularizing Content Types

Chinese social groups are mainly divided into two major categories by age: youth and elderly. These two groups account for a large proportion of China's social system and are the only ones with sufficient time to browse short videos. In reality, China's TV media short video content is primarily oriented toward adults, with content mostly related to the adult world. To achieve better development, short video production units should expand video types, improve video content, and target all levels of consumer groups during video production to ensure short video distribution quality [11]. In summary, only when short videos gain public recognition can their utility be maximized and their application value fully realized, promoting the development of China's media industry.

### 5.2 Purifying Video Content

The development of TV media requires ensuring healthy and positive content, and short videos are no exception. Only by ensuring upward-looking content that demonstrates good life attitudes and social attitudes can their value be highlighted and their role manifested [12]. This is also a new requirement for China's media short video production in the new era. Only by taking the construction of green, scientific entertainment content as the fundamental task, eliminating negative thoughts in short videos, and resisting the spread of unhealthy content can the news value of short videos be highlighted. Currently, various platforms have implemented corresponding measures, including banning accounts for violations and reporting repeat offenders to network management departments. Additionally, it is necessary to eliminate similar video content from the source to purify short video content. For similar short videos, system platforms can refuse uploads to ensure video quality [13].

### 5.3 Attracting Consumer Attention

New media has timeliness characteristics, and people are generally drawn to new things and eager for new knowledge [14]. As the mainstream of entertainment media, short videos are no different. Entertainment dissemination units should take attracting the masses as their sole goal when producing short videos. In short, only by firmly grasping consumers' hearts, producing targeted short videos, stimulating their desire to browse, and encouraging them to willingly watch short videos can the quality and efficiency of short video dissemination be ensured, accelerating the development of short video enterprises.

### 5.4 Solving Platform Construction Issues

Problems in platform construction should be resolved promptly. During the construction of TV media platforms, technology introduction and application should be strengthened, permissions reasonably allocated, and the operational needs of the original program broadcasting system effectively met [15]. Moreover, it is essential to focus on building news short video production channels

to satisfy the distribution needs of news short video construction. From the perspectives of resource allocation and news content security, in-depth analysis of TV media systems should be conducted to effectively realize the role of news short videos.

### 5.5 Exploiting Social Attributes

Attention should be paid to exploiting social attributes within platforms. While ensuring high-quality video content, the social attributes embedded in video content should be deeply explored [16]. A combination of “media + multi-platform” can be adopted, such as WeChat public accounts, Weibo, and client applications, to create corresponding discussion topics. From a holistic perspective and multi-angle thinking, community management needs can be effectively satisfied.

### 5.6 Solving Mechanism Issues

Using TV media as a medium, when converting existing news videos into new media formats, it is necessary to improve corresponding mechanisms and systems to provide guarantees for short video production. Meeting the basic requirements of “fast and efficient,” news short videos with multiple functions should be produced, and system reconstruction should be carried out from the perspectives of short video format, compensation, and content [17].

In summary, TV media news short videos possess unique advantages and characteristics that can effectively compensate for the deficiencies of traditional TV media. Through the rational application of short videos, the development of the TV media industry can be accelerated. In the process of short video layout, content should be strictly screened, news hotspots identified and processed, data deeply mined, and data utilization strengthened to better apply short videos. This will enable TV media news to better adapt to the developmental needs of the converged media era and accelerate the development of related industries.

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