

The Layout, Trend and Prospect of Short-Video News in Mainland China

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Abstract: As the media becomes more intelligent, people who lived inside the society need to make adjustments to reach a settlement with the reality shaped by media. For example, short-video news, also known as video clips news, has become popular in the past two years in mainland China. This article analyzes three types of Chinese short-news videos, WeVideo, OneVideo, PearVideo and concludes that short video news is rather as the embellishment of traditional news than operate as an independent news distribution model.

1. Introduction

Throughout history, mankind has sought to ameliorate the receptivity and absorptive capacity towards surroundings, while managed to enhance its transmission capacity, speed, clarity, convenience, and updated its thinking on information dissemination techniques and methodologies. Thus, Communication has gradually formed into a productive element of social development.

According to the China Internet Network Information Center report^[1], as of June 2019, the number of Internet users in China was 854 million, and the number of mobile Internet users reached 847 million; the scale of Internet users in China continued to grow steadily, the Internet model continued to innovate, and online and offline service convergence accelerated. Hence, more and more people start to accept short-video as a news formation.

The conception of short-social video is generated following the characteristics and laws of converging media environment that is comprised of technology and culture. According an industry-standard definition^[2], short social video is a video format which mainly based on quick capture and simple edition that provided by mobile intelligent terminal and is available for sharing in real-time on social network. In addition, short video, which integrates words, language and video, can more intuitively and stereoscopically satisfy users' expressions, communication needs, and satisfy people's demands for display and sharing.

The dual revolutions of industrialization and informatization promoted the transformation of Chinese society and media in the decades of game and integration; in this transition, Chinese people's preference for media forms has changed from text, images, audio, video, and live broadcasting to the current short-term. video. The logic of this reorganization of information naturally shows that when the old transmission technology holds social potential, there will be a new communication technology to relay; but more importantly, this type of evolutionary The trend and the process of media socialization are in line with the media humanization approach, that is, the process of media morphological change is media minimization coding and maximizing decoding to maximize coding and minimizing decoding near motion. According to this idea, the development of short video - at least for the social level - is the general trend. However, for a complex domestic society and a huge market, the social change brought about by a new way of dissemination of information does not stop with what it conveys. Its greater significance is that it itself defines the speed of information dissemination. The origin, source, quantity of dissemination, and the context in which the information exists have profoundly affected the social relations, structures, and cultures of particular time and place.

2. Three Types of Short Video News

Although compared with foreign countries, the development of domestic short video social

applications is still in an exploratory period. It is not mature enough in terms of content production, user habits cultivation, competition mechanism, and market regulation; but with the market, media environment, technology and policy Boiling continuously, various agencies are rapidly developing according to Chinese characteristics. Short video shows strong development potential.

China's short video market is mixed. Wang Xiaohong^[3] once divided the short video applications in the domestic market into three types according to the functional design and content of the selected video. The purpose of short videos of social type tends to increase social cohesion, positioning tends to “social platform”; instrumental short videos have the ability to share keys to other platforms with a key, and focus on the ease of use and friendliness of work functions, and the use of Fast video production tools help ordinary users to produce content, share and publish it, while media types focus on the dissemination and reporting of news information, and use news and content as their selling point.

With the generalization of production functions, lower technical barriers, continuous increase in user creativity, and entertainment in information, the three types of boundaries are gradually blurred; short videos are also gradually polarized in the overall content: preference for entertainment, or preference for news and information. At present, China's short video news, according to its own characteristics, can be divided into three categories. The first category is that traditional media organizations have introduced news and information-based short video services through innovative technologies and adaptation to market trends to feed back the mainstream media. The second category is the self-media public number whose content is gradually vertical and accurate. The public number shares content on different platforms to meet the market demand in a certain area. The third category is specialized news short video applications. The application itself serves as a platform to meet the production and sharing requirements of different users.

When we look at the current Chinese journalism industry, we need to think about what the new forms of communication, centered on the convergence of new technologies and media, have brought to society. What are the challenges encountered by the journalism in which it is exposed? At this point, we tend to understand whether mobile short video has the tension as a mode of news dissemination, that is, whether news video can become the mainstream mode of news and information?

3. How the News Presented by Short Video?

As the Internet technology transitions from the 1.0 era, where information is predominant, to the 2.0 era of independent information production, to the 3.0 era of information exchange, which uses human networks as the main carrier, audiences have become increasingly involved in news production processes. Of audiences in news creation is changing the traditional roles between media and journalists and their readers.^[4]

First of all, the meaning of news production is not what it used to be. “random acts of journalism” - a kind of news production that is different from traditional organized news production - is increasingly developed by non-professional journalists. produce.^[5] Today’s news is also different in content from what it used to be. As the Internet breaks down the physical limitations of the media, the audience can more actively participate in news selection, news production, and publishing processes in the new media environment and gradually take over the control process^[6]. The presentation of news has naturally changed. With the constant changes in production and content, some scholars believe that this type of discovery, sharing, and commentary based on the Internet user community and the public’s news, events, and information is not so much a publication as publish news.^[7]

4. The Features of the Three Short Video News

4.1 Wevideo:Traditional News Production + Internet Distribution

Under the general trend of the explosion of mobile video's new potential energy, a group of

traditional media chose to follow the trend and make full use of the short-lived video and live broadcast outlets to make the transition. Among these, the transition of *WeVideo* is the most typical. *WeVideo* is a series of short video news produced by The Beijing News. As one of China's traditional paper media, The Beijing News has transformed itself in the face of digitalization. On the one hand, it has developed its own production capabilities as a high-quality news content for traditional media, and on the other hand has actively cooperated with the domestic Internet giant Tencent.

Although The Beijing News achieved a phenomenon-level success in video, it is fundamental that the so-called specialized news dissemination activities refer to the collection and transmission of news by professional communicators (organizations). In addition to changes in the way of presentation, there is no change in the news flow of traditional media.

4.2 Onevideo: Refined Content + Precise Positioning

As a content provider, *OneVideo* is positioned as a new middle class facing Chinese cities. This vertically oriented function and style positioning requires the public to have a precise positioning and provide professional content. That is, *OneVideo* is aimed at the spread of luxury goods and lifestyles, and is based on the three concepts of “life, fashion, and literature”. Content production tends to be trendy cuisine, tea ceremony, and photography. *OneVideo* uses documentary filming methods to save time in first-person accounts. The content of the shooting maintains a uniform style and level and meets the expectations of the audience.

4.3 Pearvideo: Platform + Pgc + Hot Topics

The production model of *PearVideo* 's core is a combination of professional teams, editorial teams, and global shooter networks; hot topics + global shooter production”, which has both the interest of the public and the production advantages of *PearVideo*. The global network of shooters can be very convenient and cost-effective to complete content production. The production of news and information of *PearVideo* is mainly uses the video automation production system provided by Wochit, relying on the spider-system shooter system and its own professional auditing system to identify the news. Pseudo, cross-checking, quality control, editing, and control of values to ensure compliance with mainstream values; thus, producing a large number of short video news on the platform.

5. Conclusion

Short-term video news, as an element of innovation at the present time, is a manifestation of accumulation in the locality. The result is not to change the overall situation, but it is to help improve the overall level of communication. But it is indisputable that short video, as a form of entertainment, is inevitably entertaining, that is, the dissemination of information based on short videos gradually integrates people's production with life, entertainment and knowledge.

The mode of *WeVideo* has not changed much, and it is still traditional collection and distribution on the Internet. Therefore, it can be said that traditional media are hampered by institutional constraints and passively follow the prevailing information entertainment and personalization in the new media environment. The trend.

The wise move of *OneVideo* is precise positioning, but this kind of success has a reproducible path, relying on the fan economy, the development is very uncertain. Content is transformed from pan-entertainment to vertical content, and vertical knowledge of professional knowledge is more readily available to capital.

For *PearVideo* its entrance is information. The development of short video has been institutionalized by individual specialization. Through the signing of the agreement with the individual content producers, they can help them solve the problems of operation promotion and medium and long-term planning. Because of the pursuit of hot spots, informational videos are able to obtain larger traffic both on social media and on the client. This news flow is not too sticky. *PearVideo* hopes to call itself a short video distribution platform with low recognition.

As can be seen from the above, three more successful examples are all technological advances and do not show examples of news progress. It can also be seen that the division of genres, such as news, entertainment, and commentary, is becoming more and more incompatible with the new media environment. These all mean that news has begun to be redefined: rolling news for audiences to receive, integration with entertainment and commentary, and encouraging and responding to the participation of media consumers.

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