

# Research on Short Video Production and Communication Mode in the Internet Age

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**Abstract:** with the development of Internet technology and the development of mobile devices, short video, as a new way of information dissemination, has been widely used, and once became the most popular form of information dissemination. However, due to the late development of information technology in China, many technologies have not been widely used, which has brought impact on short video production. This paper introduces the short video production process, studies the short video transmission mode, so as to expand the influence of short video, and also can use short video for economic development and improve the market development process in China.

## 1. Introduction

In modern society, with the continuous improvement of the level of information technology, the number of Internet users in our country is gradually increasing. More and more forms of network communication appear in our lives, which has a subtle impact on our lives. Especially after the development of mobile terminal devices, people can watch news information anytime and anywhere through convenient devices, which improves the efficiency of people's life. The pace of modern people's life is gradually accelerating, which is also the inevitable trend of social development. Short video can meet the needs of modern people. It is short, small, exquisite, fast, participatory, interactive and other characteristics, easy to be accepted by people. As a carrier of information transmission, it improves the efficiency and quality of information transmission, can expand the product market, and usher in more loyal audiences. Therefore, this paper studies the short video production process and transmission mode, hoping to promote the development of short video.

## 2. The Meaning and Characteristics of Short Video

Short video is a new form of communication based on Internet platform. It has content and can express information. Short video can also be regarded as a carrier of information transmission. The first short video appeared in 2014, a new form proposed by Xinhua news agency. At that time, short video was defined as a news information with a duration of about 15 seconds. With the development of Internet technology, short video has been recognized by more and more people, but also in various forms. Short video in multimedia environment refers to the information transmission mode with a time length of about one minute and no more than 20 minutes. However, modern short video is not restricted to information transmission or a new social mode. Especially after the development of mobile devices, social APP is increasing. shake the tone and fast hands are common, and are the media for short video transmission. In the development of short video. It can be seen that modern short video has not only substantial content, but also entertainment for people. It has the characteristics of short, fast communication, involving a wide range of people and so on. It is a popular way of communication at present. We can also easily find the characteristics of short video from its definition. In addition to the above characteristics, due to the particularity of the development of the Internet, the producer of short video can be any independent individual. Because of its simple operation, no matter the producer of short video is also the disseminator or or beneficiary, it is not directional, and any person in the society can become it. It also embodies the importance of freedom of speech and equality for all. In addition, in terms of the form of short video, the content of short video is very rich, not only including basic content such as voice, picture

and text, but also can express the current social development status, which is conducive to leading people to work together in one direction and promoting social progress.

### **3. Discussion on Short Video Production in the Internet Era**

#### **3.1 Theme of Short Video**

In today's society, the popularity of short video is closely related to the setting of its theme. The theme and content are different. It is necessary to simplify as much as possible, highlight the main meaning of the content, and let users know the direction of short video to express at a glance. With the development of the Internet, the information in the market shows explosive growth, people's pace of life speeds up, and the browsing time for information is gradually reduced. According to the data statistics, the time for people to browse each video is only 3 seconds. After 3 seconds of observation, people will directly make a choice. This also highlights the importance of short video theme. A short video theme should not only be concise and focused, but also be able to catch people's eyes, so that users can view this message from a lot of information. Therefore, when setting short video themes, we should try our best to get close to life, meet the needs of the market, understand the current hot spots, and attract users' attention through hot events. In particular, there are more and more young people on the modern network, accounting for more than half of the Internet users. Young people have higher requirements for the freshness of things. Therefore, in order to make short video win more users' love, it is necessary to innovate the theme and content of short video, join the modern content, and walk in the front of fashion [2]. In addition, with the continuous expansion of the influence of short video, short video should not only expand its influence from its own point of view, but also from the perspective of social development, assume the corresponding responsibility, join the main body of youth, lead modern lovers to develop in a good direction, and lead young people to progress.

#### **3.2 Short Video Clip**

With the continuous improvement of technology, the form of short video is more and more rich, and the requirements for editors are higher and higher. Although short videos are shorter, they tend to take longer to clip. In the past, short video only needs simple recording to play, but now people's requirements are higher and higher, and the quality requirements of short video are higher and higher, so the way of editing will affect the spread of short video [3]. The quality of editing mainly appears in two aspects, one is content, the other is image quality. In terms of content, short video generally lasts for a short time, but for news interview, it is a long process. The process of editing is to refine a complete interview video, edit short video that can meet the taste of users, emerge from many videos, and win users' love. This requires that in the process of editing, the integrity of the content should be considered, and within the limited range, how to make the content more hierarchical, so that users can read and understand the content. In addition, in the aspect of short video quality, with the continuous development of science and technology, more and more high-definition devices have been developed, such as canon, Panasonic and other products that can carry out high-definition shooting, which can meet the needs of short video editing. In addition, more space can be left for editing in color control. Finally, the clip also needs to be matched with appropriate background music, in line with the rhythm of story development, giving people a sense of ups and downs, progressive layers, and more conducive to grasping the user's heart. Post editing is an important step, which can enrich the content of short video and increase the sense of hierarchy. At the same time, the flexibility of editing is relatively high, which also puts forward higher requirements for the work of editors.

#### **3.3 Short Video Production Process**

At present, there are many forms of short video, and there are various tools for making short video. However, no matter what level is considered, short video production needs a general process to ensure the quality of short video, ensure the stable progress of short video production, reduce

redundant links, and improve efficiency. The process work can make the work more standardized and help to form an efficient mode. In order to determine the production process of short video, first of all, it is necessary to define the elements of short video. Short video generally has three elements: material, picture and sound. The effective integration of the three elements forms a complete short video, which can accurately express the information content and give people comfort. Therefore, we need to focus on these three elements for short video production. First, we need to collect the material. The material can be in the form of pictures or long videos, which can mainly contain the main content of news. Of course, the high-definition requirements for the material are high, so as to ensure the quality of later editing. The second stage is to process the image. The quality of the image is relatively high, and the definition directly affects the user's perception. In addition, the connection between the pictures is also very important. The smooth connection of the pictures can enhance the integrity of the story, so that users can better understand the news content. The third stage is to process the sound, in addition to the size of the sound, you can also add some analog sound through the effector, so that the sound and the picture more fit, directly hit people's hearts. After the completion of all processes, we should also pay attention to the overall observation of the whole short video to understand whether the elements are harmonious, fine-tuning, and constantly improving the short video.

## **4. Research on Short Video Transmission Mode in the Internet Era**

### **4.1 Marketing by Content**

With the development of Internet, the modern information market has been opened, and the news information in the market is more abundant and diverse, which brings difficulties to people's choice. It is very difficult for users to select their own news content from a large number of information, and also lack of time to watch all news content, which brings a huge challenge to the development of short video. For this reason, short video adds filtering function, classifies and markets according to the content of video, selects the people to face, improves the accuracy of information transmission, and improves the efficiency of information transmission. In modern society, the requirement of “quality” of news is greater than that of “quantity”. Short video production needs to select suitable people and clip short video according to its characteristics and hobbies, which will help to improve the value of short video. In order to search for users, the topic function has also been added to the current social app. Users can select favorite topics, conduct short video filtering, select the appropriate content, and view it specifically, reducing unnecessary query time and making short video transmission more targeted. Classification marketing is for both sides, no matter the producer of short video or the receiver of short video, can realize the benefits of classification marketing [4]. For producers, by identifying the market population, short video production content can be more targeted. No matter the way of editing or the effect of equipment, it can be more direct and direct to the hearts of users. For example, for short videos of original music, people who love music are faced with. Through big data analysis, understanding the preferences of these people will help to produce better short videos. For short video receivers, they can spend less time to learn more accurate news information, improve the pace of life, and improve the efficiency of watching news.

### **4.2 Cross Platform Communication**

With the increasing amount of information, the form of short video is more and more abundant, and the quality requirements of short video production are higher and higher. Therefore, the development of short video should not be limited to one level or one platform. Through cross platform communication, it can enrich the form of short video. Through mutual communication, it can improve the technical ability of short video production and help to promote the development of short video. At present, there are many platforms for short video communication, but each platform has different characteristics, and the produced video also has its own style. Through cross platform communication, it can carry out style integration and innovative development, which is conducive to the formation of new short video communication forms. In addition, due to different users of

different platforms, cross platform communication can attract more users, bring different experiences to users, and enhance the influence of short video. In addition, the short video platform has more upstream and downstream customers, which is conducive to helping short video produce additional value, so as to expand the influence scope of short video and improve the efficiency of short video. It can be seen that the cross platform communication of short video has a huge impact on the development of short video and the user experience. Therefore, the cross platform communication of short video should be promoted. In order to achieve the desired effect, we need to strengthen the cooperation between different short video communication platforms, improve the effect of short video transmission between different platforms, improve efficiency, and help to give users a more smooth experience.

### **4.3 Resource Integration and Promotion**

In order to expand the influence of short video, we need to integrate the resources of short video and strengthen the promotion. At present, the number of short videos in the market is very large, the quality is different, the user experience is not stable, which affects the development effect of short videos. In order to improve the overall quality of short video, it is necessary to integrate the high-quality resources of short video and carry out unified promotion and sales. In the past, the short video communication is passive. After the short video production is completed, the producer releases it on the network platform, waiting for the screening of users. For short video communication, the lack of initiative leads to the loss of opportunities for the development of short video. Therefore, short video communication should be carried out in the way of promotion. Through big data analysis of users in the market, we can understand users' preferences, promote the short video content suitable for them in stages, and actively sell the short video. In addition, in modern society, short video is not only a function of transmitting information, but also a product sales, which has great commercial value. For this kind of short video, it should be integrated with high quality, promoted collectively, promoted the value of short video, and promoted the development of short video. In addition, we can also collect short videos by topic, then filter the content, select high-quality short videos, use offline activities to drive short video producers, encourage them to release more high-quality short video content, and expand the revenue of the platform. Short video promotion should pay attention to two aspects, one is the quality of short video, the other is for the crowd. In order to make the short video promotion reflect the effect, it is necessary to investigate the content of short video, select high-quality products, classify and select the users in the market, promote them directionally, and serve the most appropriate users with the best quality resources.

## **5. Summary**

Short video is the most important form of news transmission in today's society, which needs to be paid attention to by all parties. The development of short video not only facilitates users, but also brings new business opportunities to businesses. In the Internet era, the development of short video is rapid, and the content of short video is more abundant and the form is more diversified. At this stage, short video production should improve its process, improve the quality of short video, expand the communication channels, increase the promotion efforts, and carry out targeted communication, so as to improve the influence of short video, expand the scope of influence of short video, and enhance the value of short video. Especially in such a fierce market competition period, short video should constantly improve the content and form, and seize a larger market with a unique style.

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