

The Characteristics and Deficiencies of Short Videos

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Abstract: The development of media technology has changed the traditional mode of news information transmission. With the help of new media technology, all mainstream news media have been transformed successively, and short news videos have quickly become a new form of news communication. This paper takes CCTV News short video as the study case, compares pear videos, headlines videos and other short video content, and analyzes the news characteristics and news value of short news videos.

1. Introduction

The development of information processing technology, especially media technology, has changed the traditional mode of news information transmission. The new media centre on individuals has entered the mainstream, especially the rapid development of all kinds of short videos, whose transmission speed and breadth have made great progress compared with the previous news types. Short news video innovates the form of news expression and combines elements such as text, video and sound innovative to enhance the appeal of news content. Short video media platforms represented by TikTok and Kuaishou provide a brand new model for the development of short news videos. With the help of new media technology, mainstream news media represented by the CCTV News platform have undergone great transformation and change, and their communication efficiency has been highlighted continuously.

2. Overview of the development of short news videos

With the upgrading and development of the global Internet, video communication has become an irresistible trend [1], and Web 2.0 elevates Internet short video communication to a new height [2]. Almost all social media platforms allow users to tell stories about themselves or around them in various ways[3].

As of June 2022, the number of short video users in China has reached 962 million, accounting for 91.5% of the total netizens [4]. The short video has become an effective tool for People's daily entertainment, social interaction, and information interaction [5].

In this context, with the help of new media technology, all mainstream news media have been transformed successively, and short news video has quickly become a new form of news communication. As the most influential state media in China, China Central Broadcasting Television (CCTV) launched its official short video account "CCTV News" on TikTok in August

2019.

3. Analysis of the characteristics of short news videos

Short news video has the characteristics of both short video and news. However, compared with traditional news reports, a short news video is closer to a short video in terms of content performance and communication characteristics. Therefore, short news videos can be defined as "news video products adapted to mobile and interactive communication" [6]. Compared with other short video platforms, the short news videos produced by their distinct timeliness, importance and interest, and need to be further improved in terms of visual, interactivity and emotion.

First of all, timeliness is one of the main characteristics and advantages of short news videos [7]. The Official Account of CCTV News TikTok has been following this principle. For example, at the peak of the spread of the novel coronavirus, the Official Account of CCTV News TikTok promptly released a video about ibuprofen on the topic of "Novel Coronavirus Infection", which received more than 3 million likes in less than 24 hours.

Secondly, another important feature of the Official Account of CCTV News TikTok is its importance. As the most influential official media in China, its content is national and even international, so it must be authoritative and heavyweight news content. By comparing the news content released by the Pear Video platform, the content of Pear Video resonates with public sentiments, such as the intriguing "Mild Spicy Video". The Official Account of CCTV News TikTok is viewed as more political. Such as China's policy interpretation and the Chinese Foreign Ministry spokesperson's speech at the press conference.

Thirdly, if objectivity is the hard standard of news reporting, then interestingness brings flexible balance and richness to short news videos [8]. "Broadcast from CCTV Anchor" is the most popular program in the Official Account of CCTV News TikTok and attracts the most fans. Because it's both atmospheric and down-to-earth [9]. The shift from "Official Communication" to "Home-style Dialogue" is the key to the success of "CCTV News". Through emotional and interesting hosts with outstanding personalities, the fun of short news videos will be incisively and vividly displayed. Host Haixia turned into a tour guide to introduce China's first national parks; Host Li Zimeng holds a teacup to congratulate "Chinese Tea" on its successful application for World Intangible Cultural Heritage.

4. The insufficiency of the current short video news in China

Despite the growing influence of the Official Account of CCTV News TikTok, which has 130 million followers, its drawbacks are obvious.

The first is visual. For short videos, visual quality determines the communication effect. One standard to evaluate short news videos' value is ensuring that short videos can reach users' mobile terminals while producing high-quality content. To improve the "Arrival Rate", news products should compete with not only each other but also a large number of media output platforms [10]. Opening the official account of Toutiao on TikTok, and the well-designed cover gives users a good visual feeling. It is not difficult to see from the comparison with the Toutiao that the Official Account of CCTV News TikTok needs to get improve its visual creation.

The second is interactivity and emotion. News has always been emotional because the core goal is to "Create an Experience of Participation" [11]. New media social platforms encourage various forms of emotional expression [12], which promotes the dissemination of short news videos. A new "Emotional Production Mode" has also gradually formed [13]. Nonetheless, the Official Account of CCTV News on TikTok did not make good use of this characteristic. In the comments section of the videos, there is no sign guiding comments and sharing, and users' comments rarely get responses.

Most news accounts, not just CCTV News accounts, lack such guidance. However, in some short videos, we-media accounts, such as the official account of "Er Geng" on TikTok, a question will be placed at the top of the comment section of each video to guide users to leave a message. This simple and effective way not only strengthens the interaction between users and short videos but also enhances the transmission effect of videos.

5. Strategies for Innovative News Short Videos in the New Media Era

In the new media era, the development of media technology and the innovation of short video production and dissemination models have created a suitable environment for the production and dissemination of short news videos. We must adhere to the construction of a new development paradigm for short news videos.

First of all, it is necessary to grasp the characteristics of short news videos, simplify narrative reports, and attract audience attention with more visually impactful and emotionally appealing pictures. Valuable parts should be selected from fragmented and scene-based news images, and news stories should be told in a concise and compact narrative manner to mobilize users' emotions with more concentrated reports and stronger appeal.

Second, we must persist in exploring new distribution models. When news media make short videos, their materials often come from detailed information on various news events. To achieve short video dissemination through secondary processing and short video platform release, attention must be paid to secondary processing, which can be used for Certain materials reserved for short video creation, and is produced according to the characteristics of the short video platform, to achieve in-depth interaction with users of the platform.

Finally, the news media must create their news brand in the short video market to achieve characteristic development. A large number of news media represented by People's Daily and CCTV News have built their short video brands. Not only are the short videos released well-produced and rich in content, but their content also involves current affairs, politics, social economy, and all aspects of cultural entertainment. Our short video products and services have attracted more loyal users.

6. Conclusions

In short, CCTV News short videos make good use of their own News Broadcast resource advantages, highlighting the timeliness and importance, and innovative integration of objectivity and interest. But the lacking of visual, interactive, and emotional also affects its communication effect. In addition, the expansion of short videos will inevitably bring about a series of problems, leading to communication accidents and the abnormal development of short news videos. For example, the spread of false information, the proliferation of entertainment content, and other issues. The once of short video news as well as the kind of short news video for the public remains a grey area study, and future studies could focus on these areas. In short words, only by deeply grasping the characteristics and news value of short news video can it achieve innovative development.

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