

TikTok research on the intermediary role of short video news in breaking through local relations

Ma Haitao¹, Dhakir Abbas Ali¹, Wangli Ping²

¹Lincoln University College (LUC), Kelantan, Malaysia

²People's Daily Online, Beijing, China

Keywords: TikTok; short video news; local relations; intermediary role

Abstract: In today's information society, short video news, as a new form of communication, rises rapidly with its unique characteristics and advantages. Local relations refer to the complex network and dynamic relations formed by the interaction between different social entities in a specific region, covering the political, economic, cultural and other links. The core feature of local relations is regionality, that is, the subject, content and form of the relationship are closely related to the specific region. The communication form of short video news is mainly manifested in a dynamic picture from 15 seconds to 1 minute, combined with short text description or dubbing, presenting the core content of news events. This form makes full use of the convenience of the mobile Internet and adapts to the fast-paced lifestyle and fragmented reading habits of modern people. Features, short video news has instant, can quickly transmit the latest information. Strong visualization, through the image and sound stereo display of the news scene, and high interaction, users can participate in the secondary dissemination of news through likes, comment, sharing and other ways. For example, the earthquake rescue report on TikTok platform not only quickly conveyed the disaster situation through the short video, but also shows the rescue operation, attracting wide attention and love transmission, highlighting the transmission efficiency and influence of short video news. Based on the perspective of TikTok short video news, this paper discusses its intermediary role in breaking through local relations.

1. Introduction

In the era of traditional media, the construction of local relations mainly relies on newspapers, radio, television and other media, which play a key role in the dissemination of information, and shape and maintain the order and identity of the local society. However, with the development of the new media environment, especially the rise of short video platforms represented by TikTok, the way that local relations are constructed is undergoing profound changes. Therefore, it is of great significance to strengthen the research of short video news to break through the relationship, correctly guide public opinion and strengthen the guiding role of news^[1].

2. Overview of the construction of media and local relations

2.1 Construction of local relations of traditional media

In the era of traditional media, the construction of local relations mainly relies on the media such as newspapers, radio and television. As the main channel of information dissemination, these media play a key role in the guidance of public opinion and public cognition in the local society. For example, the news programs of local TV stations usually cover local government activities, community news and important events, and build local image and strengthen local identity through regular news broadcasts. At the same time, traditional media maintain close cooperative relations with local governments, enterprises and public institutions and community organizations, and jointly participate in the publicity and reporting of local public affairs, forming a relatively stable and orderly network of local relations^[2].

2.2 Changes in local relations in the new media environment

In the new media environment, local relations are undergoing profound changes. The rise of short video platforms represented by TikTok has not only changed the way of information dissemination, but also had a significant impact on the construction of local relations. Traditionally, local relations are mainly constructed through newspapers, radio, television and other media, which are limited by geographical location, transmission speed and coverage, making the circulation of local information relatively closed and slow. However, the emergence of TikTok short video news broke the story.

TikTok With its immediacy, interactivity and universality, local information can quickly spread to the country and even the world. For example, a local event, such as a special cultural festival in a certain place, can instantly attract a lot of attention through short videos shot and uploaded by users, triggering cross-regional discussion and participation, thus enhancing the connection between the local area and the outside world. At the same time, this extensive communication also promotes the transformation of local relations from one-way communication to multi-way interaction. The public is no longer just the receiver of information, but the creator and disseminator of information. In addition, TikTok short video news has also promoted the diversified display of local cultures. Different local characteristics, dialects, customs and customs are vividly displayed on the platform, which promotes the understanding and acceptance of different regions, and helps to break down regional barriers and build a more open and inclusive local relations^[3].

3. TikTok Short video news breaks through the intermediary role of local relations

3.1 TikTok Information diffusion effect of short video news

TikTok The information diffusion effect of short video news is significant, which not only changes the speed and breadth of news dissemination, but also has a profound impact on local relations, making the information dissemination more diversified and decentralized. Its information diffusion effect is mainly reflected in the following aspects: (1) multi-level propagation network. TikTok Short video news not only forms horizontal sharing among users, but also establishes a multi-level communication network through interactive functions such as attention, thumb up and comments. This network structure enables information to flow quickly between different communities, across regional restrictions, and realize the diffusion of information across regions; (2) the combination of immediacy and authenticity. TikTok Short video news is usually presented from the first perspective and directly from the scene, which brings a strong sense of scene and

immediacy to the audience, enhances the credibility of information, and further promotes the rapid spread of information. For example, for natural disaster reports in a certain place, users can see the disaster situation in real time through TikTok, which makes the transmission speed of information far faster than traditional media; (3) personalized recommendation mechanism. TikTok The personalized recommendation algorithm pushes the content according to the users' interest preferences, so that each user can receive the highly relevant news information, so as to improve the acceptance and forwarding willingness of information, and further strengthen the diffusion effect of information^[4].

3.2 TikTok Impact of short video news on local public opinion

TikTok Short video news has had a significant impact on the local public opinion environment. In the era of traditional media, local public opinion is often subject to regional restrictions and information transmission efficiency, and the emergence of new media platforms such as TikTok has broken this situation. In the form of short videos, local events can quickly attract national and even global attention, make local issues quickly ferment, and expand the influence and coverage of public opinion. For example, an emergency occurring in a certain place, such as a natural disaster or a social event, can attract extensive attention in a short period of time and form a strong storm of public opinion through the instant sharing of TikTok short videos. This ability of rapid dissemination makes the local public opinion no longer limited to the local area, but can quickly attract the attention of the local public, and encourage the relevant departments to respond more quickly. At the same time, the intuitiveness and appeal of short videos also make it easier for the public to resonate, and enhance the influence of public opinion^[5].

In addition, the TikTok short video news has also changed the formation process of public opinion. Users can directly participate in the discussion of public opinion through the functions such as thumb up, comment and sharing, forming a public participatory public opinion field. This interactivity makes the feedback of local public opinion more direct, and helps policy makers to timely understand the public needs and opinions, thus having a positive impact on local governance.

However, TikTok short video news may also lead to oversimplification or emotional expression of public opinion, which makes complex local issues one-sided interpretation of local issues and causes unnecessary social tension. Therefore, how to guide the local public opinion healthily and rationally for TikTok short video news is an urgent problem to be solved.

3.3 TikTok Short video news reshaping local relations

TikTok Short video news is reshaping the pattern of local relations through its unique communication mode. The traditional local relations are often dominated by the local media, and the information flow is relatively simple, but the emergence of TikTok short video news breaks this situation. With short videos as the carrier, users can quickly obtain and share news information from all over the country, so that the dissemination of local information is no longer limited by regions, and then the connection and interaction between different regions are enhanced. At the same time, the personalized recommendation algorithm of TikTok short video news enables users of different regions and cultural backgrounds to have access to diversified local information, which promotes cultural integration and understanding. For example, rural life, local food, dialect skits and other content are widely spread on the platform, narrowing the psychological distance between urban and rural areas and regions, and promoting the sharing and identification of local culture^[6].

3.4 Mechanism of action from the perspective of emotional mediation

From the perspective of emotional mediation, the influence of TikTok short video news on local relations is mainly reflected in its ability to stimulate and convey emotions. The intuition and vividness of short videos enable news events to quickly touch the emotional resonance of the audience, thus affecting their cognition and attitude towards local issues. For example, a short video showing local culture may arouse users' affection, enhance their sense of identity with local culture, and thus influence their relationship with the region. In addition, the establishment and improvement of online public opinion monitoring and response mechanism, timely find and deal with the problems that may affect local relations, prevent and resolve social contradictions, require the government to have the ability to respond quickly and effective crisis public relations strategies, to ensure the stability and harmony of local relations^[7].

4. TikTok Optimization measures to break through local relations

4.1 Optimize TikTok short video news content production

TikTok As an important carrier of new media, the content production strategy of short video news directly affects the construction and breakthrough of local relations. In order to effectively use this media, the content production needs to be optimized from the following aspects: (1) improve the timeliness and authenticity of news. TikTok Short video news should keep up with current events, quickly report local news events, ensure the accuracy of information, to enhance the public trust and dependence. At the same time, through live broadcast, user UGC (user-generated content) and other ways, the audience can participate in the news events to form an interactive news experience; (2) innovate the narrative techniques to improve the viewing experience. The creative editing function of TikTok short videos, such as fast and slow movements, inversion, splicing, etc., is used to present complex local problems in a simple and vivid way, so that the audience can understand and pay attention to local affairs in a short time; (3) introduce multiple perspectives to promote the expression of local multiple voices. Different groups are encouraged to participate in content creation, such as community leaders, experts and scholars, ordinary citizens, etc., to show the diversity and complexity of local life through their perspectives, break the limitations of traditional media single narrative, and promote the diversified development of local relations; (4) establish feedback mechanism and continuously optimize the content. Through data analysis, we can understand users' responses to different types and themes, adjust content strategies in time, meet the personalized needs of users, and further consolidate the influence of TikTok short video news in local relationships.

4.2 Pay attention to the social attributes of TikTok short video platform, and build characteristic brands based on the local market

Focusing on the social attributes of TikTok short video platform and building a characteristic brand based on local culture is one of the key strategies to break through local relations. TikTok As a social media platform, the interactivity and participation of its users provide new possibilities for the reconstruction of local relations. By encouraging user-generated content (UGC), local users can share local news events, customs, and cultural landscapes, forming short video content with local characteristics, which not only enhances the communication power of local culture, but also promotes the cohesion of local communities. For example, some local TV stations or news organizations can use the TikTok platform to launch challenges or activities related to local culture, such as "The Most Beautiful Rural scenery" or "Urban Food Taste Story", to guide users to create

and share relevant content. In this mode, TikTok is no longer just a channel of information transmission, but also a window of local culture display and the bridge of local relationship construction^[8].

At the same time, combined with the algorithm recommendation mechanism of TikTok, local content is easier to resonate with users with the same regional background, forming regional hot topics, and further strengthening the network effect of local relations. For example, the special festival celebration in a certain place is widely spread through TikTok short videos, which inherits the local traditions and enhances the popularity and attraction of the place. Therefore, building a TikTok short video brand with local characteristics can not only enrich the communication form of local news, but also redefine and strengthen local relations in the new media environment, so as to make them more dynamic and inclusive. In this process, media organizations should actively explore new models of creating content with users, and make full use of the social attributes of TikTok to achieve effective breakthroughs in local relations.

4.3 Remodel the news production process by combining the short video news communication mode

Under the new media conditions, the news production process has changed dramatically. According to the characteristics of short video, how to effectively reconstruct the content production process of short video is the key. Under the traditional news production mode with long-term and in-depth analysis as the main content, TikTok has realized news communication and mode innovation with its characteristics of fast pace, high information density and high visualization. On the one hand, news organizations can reduce the process from collection to release based on the instant and interactive features of short videos. For example, in news reports, journalists can take photos in real time through their mobile phones, or quickly transmit first-hand information through the Douyin platform, so that the public can keep abreast of the latest developments of the situation. Through the production method of "instant news", it not only improves the timeliness of the news, but also strengthens the connection with the audience.

At the same time, the traditional news editor pay attention to the combination of text and images, and in the short video news, to catch the audience's eye, must master editing, music, subtitles, strengthen the news narrative and emotional resonance, with concise, clear plot, intuitive visual effect, make people easier to understand, more likely to spread. At the same time, through the big data analysis of the TikTok platform, users' preferences and feedback are tracked to guide the news theme and content creation. By conducting a statistical analysis of users' behaviors such as "liking," "commenting," and "sharing," we can gain insight into the popularity of different themes and formats. This information can then be used to guide news production methods and enhance communication effectiveness.

4.4 Combine local elements to optimize the narrative mode in TikTok short video news

In the production of TikTok short video news, making full use of local elements can effectively attract local audiences and enhance their sense of identity and belonging to the news content. Local elements can include regional culture, dialects, landmark buildings, characteristic activities, etc., which can play a role in strengthening local characteristics and shaping local images in the narrative. For example, in the news reports of local festival activities, folk art, customs and other elements are combined to make the content of the news more with local characteristics.

At the same time, the integration of local elements into narrative techniques is also conducive to breaking through regional boundaries and promoting cultural exchanges between regions. By showing the characteristics of different regions, short video news can stimulate the curiosity of

users and promote the dissemination of information in different regions. For example, taking rural life as the theme and showing the whole process of agricultural production can not only arouse the resonance of the local people, but also drive the local economic development.

In addition, the use of localized elements can also enhance the attractiveness of the news, enhance the visual effect, and make it easier for people to understand and understand the information conveyed. For example, short video news commentary in local dialect can make the news closer to life and improve the audience's desire to watch. In the process of reporting on emergencies, the region, cultural environment and other factors should be fully considered, so as to help the audience to understand and evaluate the impact caused by them.

5. Conclusion

To sum up, in the new media environment, short videos expand the channels for local news reports. In particular, TikTok short video news dissemination is more likely to be accepted by the public. To optimize TikTok short video news content production in breakthrough local relations, it is necessary to pay attention to the social attribute of the TikTok short video platform. Based on the local characteristic brand and combined with the short video news communication mode, we can reshape the news production process, incorporate local elements, and refine the narrative of TikTok short video news. Through these efforts, we can achieve the goal of local news political authority.

References

- [1] Zhang Xiaoyan, Li Zhigang. *TikTok Research on the application of short video in news communication* [J]. *The Press*, 2020 (06): 52-56.
- [2] Wang Fang, Liu Yang. *Role shift of local media in short video news dissemination* [J]. *Published in China*, 2021 (07): 32-35.
- [3] Yang Liu, Zhao Xue. *User acceptance study of short video news—Take TikTok as an example* [J]. *Media*, 2019 (12): 53-56.
- [4] Sun Lili, Guo Ming. *TikTok Challenges and opportunities of short video to traditional journalism* [J]. *News and Writing*, 2020 (03): 42-46.
- [5] Li Xiaohong, Zhou Xiaoxia. *Analysis of the news communication characteristics of short video platforms—Take TikTok as an example* [J]. *Journalists*, 2019, 40 (09): 78-83.
- [6] Zongying Guo, Yuxiang Sun, Jingyi Li, Mengdie Lu, *The Influence of Business Analytics on Modern Management Accounting Informatization Decision under the Background of Big Data*. [J]. *Accounting and Corporate Management* (2024) Vol. 6: 101-107.
- [7] Yuxiang Sun, Jingyi Li, Mengdie Lu, Zongying Guo. *Study of the Impact of the Big Data Era on Accounting and Auditing*. [J]. *Frontiers in Business, Economics and Management*, (2024) 13(3), 44-47
- [8] Tianrui Liu, Changxin Xu, Yuxin Qiao, Chufeng Jiang, Weisheng Chen. *News Recommendation with Attention Mechanism* [J]. *Journal of Industrial Engineering and Applied Science* Vol. 2, No. 1, (2024) 21-26