

# *News Anchors in the Short Video Era: Balancing Authoritative Image and Personalized Expression*

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**Abstract:** The rapid rise of short video platforms has profoundly changed the landscape of news dissemination. Traditional news anchors have long been known for their authoritative and professional image on television and radio, earning deep trust. However, the emergence of short video platforms has brought new opportunities and challenges to news communication. News anchors not only need to adapt to new communication models on these platforms but must also attract a broader audience through personalized expression while maintaining their authoritative image. This paper applies media convergence theory and logical argumentation to explore how news anchors can balance their authoritative image with personalized expression on short video platforms, analysing the impact of both on audience trust and communication effectiveness. The research finds that news anchors can enhance audience engagement through personalized expression while leveraging platform characteristics to increase content appeal and shareability. However, they must maintain professional journalistic ethics and standards in content production.

## 1. Introduction

In recent years, with the widespread adoption of mobile internet and the rapid development of social media platforms, short videos have become one of the mainstream forms of media communication. Meanwhile, the influence of traditional radio and television has gradually weakened under the impact of digital media. News anchors, as key figures in the broadcasting and television industry, face a significant need for professional transformation. Traditional news anchors are known for their rigorous and authoritative image, establishing widespread credibility through professional expression and content planning [1]. However, the communication style on short video platforms is markedly different from traditional media, characterized by brevity, emphasis on entertainment, and interactivity. This difference compels news anchors to adapt to short video platform requirements through more personalized expression while maintaining their traditional authoritative image to attract a broader audience.

## 2. Background of the Study

Short video platforms emphasize lightweight, entertaining, and personalized content, while

traditional news anchors' professional norms require them to maintain professionalism and seriousness [2]. Finding a balance between these two aspects—maintaining the authority of news anchors without losing their ability to adapt to new media communication models—has become a major challenge in the current news industry. This paper will explore how news anchors can attract a wide audience through personalized expression on short video platforms while maintaining their authoritative image. By analysing the path to achieving this balance, this paper aims to provide theoretical support for the future development of the news industry.

### 3. Main Content

#### 3.1. Media Convergence Theory and the Transformation of News Communication

Media convergence theory emphasizes that different communication media gradually integrate under technological advancement, forming a new communication ecosystem. This trend not only changes the speed and scope of information dissemination but also breaks the monopolistic pattern of information distribution, blurring the boundaries between traditional and emerging media [4]. In the past, radio, television, and newspapers were the primary channels for news communication. However, with the development of digital technology, the internet and mobile devices have become mainstream media for information acquisition. After the rise of short video platforms, news communication is no longer limited to a single platform but has achieved multi-platform, multi-format content publishing, significantly expanding the speed of news dissemination and audience coverage. As media convergence develops, the role of news anchors is also transforming. News anchors in traditional media were accustomed to one-way information delivery, but in a cross-platform communication environment, they need to switch flexibly between different platforms to adapt to diverse communication needs [5]. For example, anchors not only need to face cameras but also interact with audiences on short video platforms and social media. This transformation means news anchors' work content has become more diversified, shifting from single news broadcasting to understanding new media operations, producing short videos, managing social media accounts, and other cross-platform tasks, making their responsibilities more complex.

Furthermore, media convergence has changed the production mode of news content [6]. Traditional news reporting usually involves collaboration between different roles such as reporters, editors, and anchors, while in cross-platform communication, news anchors participate to some extent in content planning and production. They not only need to broadcast news but also make decisions about news content direction and presentation forms to ensure content can gain more exposure and interaction across multiple platforms. This change places higher demands on news anchors, requiring them to possess not only professional broadcasting skills but also content planning and creative abilities. Media convergence has not only changed the way news is communicated but also redefined the role of the audience. On short video platforms, audiences are no longer passive information receivers but active content participants. Viewers can provide immediate feedback through comments and likes, expressing their attitudes and emotions toward news content, making news communication more interactive. This interaction not only enhances audience attention to news content but also provides valuable feedback for anchors to better adjust and improve content.

Therefore, under media convergence, news anchors' roles have transformed from mere information providers to communicators and coordinators. They must maintain news professionalism while possessing the ability to interact with audiences [7]. News anchors not only represent media organizations but have also become communication bridges for audiences, taking on the task of guiding and connecting diverse audiences under the convergence of old and new media.

### 3.2. Building the Authoritative Image of News Anchors: Experiences from Traditional Media

In traditional broadcasting environments, news anchors' authoritative image is built on multiple factors, including their professional standards, serious language style, and rich industry experience. Over the years, news anchors have gradually gained audience trust through standardized expression and high-quality news content, becoming reliable news sources in the public eye. The tone of television news anchors is typically steady and authoritative, helping convey news objectivity while enhancing audience trust in the content. The authoritative image of traditional news anchors is reflected not only in their language and tone but also in their attire and on-screen presence. On television, news anchors typically dress formally, which reflects their professional image and helps build trust with viewers. Their dignified appearance, serious expression, and stable tone create an authoritative impression among viewers. Through years of news broadcasting, they have established not only personal authority but also represent the credibility and reliability of media institutions.

This authoritative image faces challenges with the rise of short video platforms. The communication characteristics of short video platforms mean that audiences' expectations of news anchors are no longer limited to traditional authority; they hope anchors can deliver information in a relaxed, friendly atmosphere and even interact to close the distance between them. Facing these changing demands, many news anchors have begun trying to express news content in more approachable ways, adding more personalized expression while maintaining authority to enhance audience familiarity. However, news anchors must find balance between maintaining an authoritative image and friendly expression. Overly entertaining expression might weaken audience trust, making them no longer viewed as serious news sources. How to maintain professionalism in expression while meeting audience demands for personalized expression has become a core challenge for traditional news anchors in cross-platform communication. Some anchors, while attempting personalized expression, add humorous elements or use more colloquial language while ensuring the seriousness and authority of news content to maintain audience trust.

Therefore, traditional news anchors facing new media challenges need adaptability to balance authority and approachability, establishing a new role that both maintains traditional authority and meets modern audience needs. This transformation is not just a change in expression but also a redefinition of news anchors' identity and role in cross-platform communication.

### 3.3. Personalized Expression on Short Video Platforms: Audience Needs and Platform Characteristics

Short video platforms attract large user bases mainly due to their brief, intuitive, and easily shareable content characteristics. Modern audiences' fragmented time means they prefer to obtain information quickly, and short video platform content formats perfectly meet this need. Additionally, the low production threshold for short videos allows content creators to create in more diverse forms, enriching the platform's content ecosystem. Against this background, personalized and entertaining expression methods have become effective means of attracting audiences. On short video platforms, news anchors' expression methods are more relaxed and personalized compared to traditional television programs. Many news anchors convey information through colloquial language, humorous style, and relaxed attitudes to increase emotional resonance with audiences. This personalized expression not only closes the distance between anchors and audiences but also makes news content more accessible. For example, some news anchors introduce personal feelings or insights when reporting social news, making news content more relatable and enhancing audience interest and interaction.

Another important characteristic of personalized expression is emotionalization. On short video platforms, news anchors tend to use expressions, tones, and gestures to convey emotions, making

content more vivid and better at attracting audience attention. However, while this emotional expression enhances audience interest, it may affect news objectivity and seriousness. Some audiences have reservations about overly emotional news expression, believing it might blur the boundary between news facts and personal emotions. Therefore, news anchors need to carefully balance when using emotional expression, ensuring news content's authenticity and objectivity. While personalized expression is popular on short video platforms, it brings some issues. For instance, some news anchors focus too much on shaping their personal image while neglecting news content depth and accuracy. This might lead to news reporting becoming entertaining and superficial, making it difficult for audiences to obtain in-depth news information. Therefore, news anchors need to find a balance between personalized expression and news seriousness, ensuring content objectivity while meeting audience needs for relaxed, pleasant viewing experiences.

Therefore, news anchors' personalized expression on short video platforms is not only a way to adapt to new media environments but also an innovation in traditional news communication models. However, to maintain news core values amid diverse expression methods, news anchors need to continuously explore new expression methods while remembering basic news ethics and professional responsibilities to achieve a win-win between personal style and content quality in short video era news communication.

### **3.4. Pathways to Balancing Authoritative Image and Personalized Expression**

Professional small class refers to mandatory art courses that focus on practical skills. Large classes, on the other hand, serve as a supplementary platform for oral practice. One-on-one guidance is considered an effective method for enhancing professional learning. However, the increasing number of enrolments has led to a shortage of classes and limited class time, posing a challenge for course development. The class duration is limited to forty minutes, with only two to three practical training sessions each week. Each training session is conducted in groups, allowing for just a few minutes of instruction per person. Furthermore, the practical training content is minimal and lacks effectiveness. Utilizing 5G technical assistance, students can utilize the network platform to instantly record or send oral training materials during class. Artificial intelligence technology identifies errors or deficiencies, allowing the teacher to provide specific help throughout the lesson.

#### **3.4.1. Adjustment and Adaptation of Role Positioning**

News anchors' role positioning on short video platforms needs appropriate adjustment to meet audience demands for personalization. In traditional media, news anchors' main responsibility centers on professionalism and authority, with audiences accustomed to receiving reliable news information from anchors through television or radio. On short video platforms, audiences often hope to form emotional connections with news anchors, who are no longer just cold information transmitters but more like friends or mentors. Therefore, news anchors need to present themselves in a more approachable, down-to-earth way, closing the distance with audiences through personalized expression. This transformation is not just a change in external image but a repositioning of the anchor's role, enabling them to switch more naturally between different platforms.

This role positioning transformation also requires news anchors to demonstrate different communication skills on short video platforms. For example, interpreting complex news information through colloquial, approachable language can effectively improve audience understanding and participation. Additionally, anchors can use storytelling methods, utilizing real-life cases to explain news content, creating resonance with audiences. This emotional expression method not only closes the distance between anchors and audiences but also enhances news communication's approachability and influence, further promoting effective content dissemination. Moreover, short video platforms' openness and interactivity provide news anchors with broader expression space. Compared to traditional media, audiences on short video platforms are no longer passive "recipients" but become

"users" actively interacting with news anchors. Anchors can attract audience participation in discussions by asking questions and encouraging audience opinions in videos, continuously optimizing content based on audience feedback. This two-way interaction not only improves audience loyalty but also helps anchors better adapt to short video platforms' communication characteristics.

Role adjustment also means news anchors need to adapt to multiple identities. On short video platforms, anchors must not only possess professional news literacy but also show unique personal styles, such as being witty and humorous or warm and approachable, to meet different audience groups' needs. This multi-faceted approach gives news anchors greater flexibility and performance space but also places higher demands on their abilities, requiring flexible switching between different identities to better adapt to platform characteristics. Finally, role positioning adjustment requires news anchors to possess certain self-management abilities. Anchors must realize that showing personalized style on short video platforms doesn't mean they can ignore news content's truthfulness and seriousness. Even while making adaptive adjustments in expression methods, anchors still need to ensure content accuracy, avoiding excessive entertainment and subjectivity. Only by finding balance between rigor and personalization can news communication become more authoritative and attractive.

### **3.4.2. Precise Control and Expression of News Content**

With short video platforms' low content production threshold, news anchors must find balance between information accuracy and attractiveness to ensure content authenticity. On short video platforms, content production process is often simpler, and audiences are more easily influenced by fragmented, emotional information. Therefore, news anchors must rigorously screen and organize news materials when producing content, avoiding affecting news authority through personalized expression. In reporting news events, anchors must focus not only on news facts but also on explaining content background, helping audiences understand news' deeper meaning. In expression methods, while personalized presentation helps enhance news attractiveness, this doesn't mean sacrificing content seriousness. Anchors can use some emotional language and expression to attract audience attention, but this emotional expression should be based on respecting facts. Especially for highly sensitive events, anchors should maintain neutrality and objectivity, avoiding affecting audience judgment through personalized expression.

Furthermore, news content on short video platforms must be more visual to adapt to audience viewing habits. While traditional media news content is mostly presented through text or images, audiences on short video platforms expect news anchors to express in vivid, visual ways. News anchors can use concise charts, data visualization, and other means to make content more intuitive and easier to understand, allowing audiences to obtain information in limited time. Meanwhile, anchors can also adjust content structure and expression methods according to different news natures to better adapt to platform characteristics. To balance content precision and expression appeal, news anchors can improve information transmission efficiency through content refinement. Due to short video length limitations, anchors need to avoid lengthy explanations and repeated information when producing content, extracting key points to make news content clearer. Anchors can also present important information to audiences in concise forms through setting subtitles and listing points, helping them quickly grasp news core content.

At the same time, news anchors need to focus on controlling expression rhythm. Short video content often has a faster pace, requiring news anchors to enhance content hierarchy and attract audience attention through appropriate pauses and tone changes. In news broadcasting, timely adjusting tone and speed can both enhance content appeal and avoid audience fatigue from information overload. This precise expression method helps improve audience acceptance and makes news content more effective in communication.

### **3.4.3. Optimization of Technical Means and Interactive Methods**

Short video platforms' interactive characteristics provide news anchors with more communication



possibilities, making news communication more three-dimensional. In traditional news communication, audience feedback is often delayed, while on short video platforms, audiences can provide immediate feedback through real-time comments and likes, providing channels for news anchors to understand audience needs promptly. Anchors can guide audience participation in comments or raise questions in videos to further enhance audience interaction. This real-time interaction not only improves audience viewing experience but also helps anchors continuously optimize content based on feedback.

News anchors can also use short video platforms' live streaming function to interact more directly with audiences. Live streaming not only increases news content authenticity but can also enhance audience understanding through real-time Q&A. For example, in reporting major news events, news anchors can interact with audiences through live streaming, answering audience questions to further strengthen news content credibility. Live streaming's immediacy and interactivity allow news anchors to better integrate into audiences' daily lives, forming closer interactive relationships. Additionally, news anchors can use short video platforms' technical means to enhance content expressiveness. For example, using multiple camera switches, subtitles, animation effects, and other technical elements can make news content more vivid and increase audience attention. Especially when explaining complex news content, these technical means can help audiences better understand news background and details. News anchors can also use short video platforms' recommendation algorithms to precisely push content to target audiences, thereby improving communication effectiveness.

Interactive method optimization is also reflected in news anchors' grasp of audience emotional needs. By paying attention to audience emotional feedback in videos, anchors can better meet audience psychological needs. For example, when reporting social hot topics, news anchors can express concern and sympathy through tone adjustment to win audience emotional resonance. Through such subtle interactive methods, anchors can further close the distance with audiences, enhancing content attractiveness and communication power. Additionally, news anchors can understand audience preferences and needs through interaction data analysis to produce content that better meets audience needs. Short video platforms provide various data analysis tools, allowing anchors to observe audience reactions to different content through interaction data, thus more precisely grasping content direction. This data-based content optimization method enables news anchors to continuously enhance their influence and competitiveness.

### **3.5. The Impact of Personalized Expression on the Professional Development of News Anchors**

#### **3.5.1. Personalized Expression and Emotional Connection with Audiences**

On short video platforms, personalized expression helps news anchors establish closer emotional connections with audiences. By showing personal style and emotions in videos, news anchors can make audiences feel closer, thereby increasing audience attention and loyalty to content. For example, by adding personal experiences, views, or emotional expressions in videos, anchors can make it easier for audiences to resonate, and this emotional connection can further promote news content dissemination. Compared to traditional media's more serious, formal expression methods, short video platforms' personalized expression methods better match modern audience preferences. Emotional connection not only enhances news content attractiveness but also positively impacts news anchors' personal brand building. Audiences often develop identification with and dependence on anchors with distinct personalities and emotions, thereby increasing attention and support for anchors.

#### **3.5.2. Personalized Expression and Personal Brand Establishment**

Personalized expression can help news anchors more effectively establish personal brands on short video platforms. While news anchors in traditional media usually represent institutional images, on short video platforms, anchors can show style and characteristics in personal capacity, forming unique personal brands. For example, through specific expression methods, catchphrases, or signature

actions, anchors can strengthen their brand characteristics, leaving deep impressions on audiences. This personal brand establishment not only increases audience loyalty but can also bring anchors more exposure opportunities, increasing their influence on short video platforms. Personal brand establishment also brings more career development choices for news anchors. Through personalized expression on short video platforms, anchors can gain greater autonomy and influence than traditional media, no longer completely relying on television or radio station resources. Personalized expression enables news anchors to attract more fans on short video platforms, thus broadening their career development paths. Meanwhile, anchors can also expand income sources through cooperation, endorsements, and other means to achieve economic independence.

### **3.5.3. Challenges and Balance of Personalized Expression**

Although personalized expression helps news anchors' career development, it also brings some new challenges. Personalized expression may to some extent cause news anchors to focus excessively on shaping personal image, thus neglecting news content's core value. To attract audience attention, some news anchors might add too many entertainment elements in short video content, even ignoring news truthfulness and seriousness for attention. Anchors must clearly recognize that personalized expression should be based on news content truthfulness and cannot deviate from core responsibilities as news communicators. To avoid falling into excessive entertainment tendencies, news anchors need to find balance between personalized expression and professionalism. For example, while increasing approachability, anchors can maintain professional attitudes and language expression to ensure news content authority and credibility. Personalized expression can enhance audience attraction but can never sacrifice content truth and objectivity. This balance concerns not only anchors' professional ethics but also directly affects their credibility and image among audiences.

### **3.5.4. Innovative and Emotional News Expression**

On short video platforms, news anchors can make news content more vivid through innovative expression methods and emotional presentation. Innovative expression is reflected in anchors conveying news information through creative methods, such as using charts, animations, special effects, and other technical means to present complex information to audiences in simple, intuitive ways. Meanwhile, emotional expression can add warmth to news, making it easier for audiences to develop emotional resonance. Through such innovative and emotional news expression, anchors can better attract audience attention and participation, enhancing news communication effectiveness. Emotional expression can also help anchors stand out. For example, when reporting social hot topics or human-interest stories, anchors can enhance news appeal through emotional resonance, making audiences feel the stories and emotions behind the news. This expression method not only enhances news attractiveness but also helps anchors establish more approachable, authentic images, thereby strengthening audience trust and support.

### **3.5.5. Diversification of Career Development Paths**

Personalized expression gives news anchors more flexible career choices on short video platforms. Traditional news anchors' career development is often limited to television or radio stations, while short video platforms provide anchors with more possibilities. Anchors can independently choose reporting topics and content styles on short video platforms, creating brand images that match personal characteristics. This flexibility not only increases career development diversity but also enables anchors to achieve more career goals, such as self-media creation and cross-industry cooperation, providing broad space for future career development.

Career development diversification also brings news anchors entirely new challenges. On self-media platforms, news anchors must more actively respond to audience needs, analyze data feedback, and continuously innovate content to maintain competitiveness. Meanwhile, anchors need to maintain

news seriousness and truthfulness in the process of personalized expression, avoiding losing authoritative image as news communicators due to excessive personalization. Personalized expression brings unprecedented development opportunities for news anchors, but also requires anchors to maintain clarity in career development, continuously improving professional literacy to adapt to rapid media industry changes and diverse audience needs. By exploring new expression methods on short video platforms, news anchors can break through traditional career development limitations and create more diverse career paths. This personalized expression both enriches news content presentation forms and gives news anchors more career choices and development space, promoting media industry development and innovation.

#### 4. Conclusions

In summary, the development of news anchors on short video platforms is not only an upgrade and expansion of personal careers but also relates to the overall transformation and innovation of the news industry. In the new media environment, news anchors' mission remains ensuring the authority and objectivity of information, which is not only the core expectation of audiences but also the cornerstone of journalistic ethics. However, the unique communication mechanism of short video platforms provides news anchors with more flexible expression methods, enhancing communication effectiveness through personalized content and audience interaction, injecting vitality into traditional media. Meanwhile, this change also brings new professional challenges, requiring news anchors to strictly maintain the authenticity of news content while meeting personalization needs, avoiding news quality risks brought by entertainment or emotional expression.

In future research, further exploration could focus on how technological innovation and content optimization can help news anchors consolidate their core competitiveness in a dynamic media ecosystem. For example, artificial intelligence and data analysis can help precisely grasp audience preferences and provide personalized content recommendations. Meanwhile, under globalization trends, different cultures and markets have differentiated expectations for news anchors' image and content. Research on finding balance between globalization and localization to form more inclusive communication strategies will positively impact the innovative development of the news industry. Further exploration of this topic will not only help improve news anchors' global adaptability but also lay the foundation for building a news communication system with international competitiveness.

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