

Research on Short Video Production and Propagation Path in New Media Environment

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Abstract: With the acceleration of people's life rhythm, the internet has become an indispensable part of our daily life. The development of science and technology is so rapid, people have also changed in communication, and their views and opinions are discussed through various forms and methods. Long time ago, with the help of text, it is now slowly converted into short video, which becomes more flexible and detailed. Nowadays, short video has gradually become an important topic for many people to rest when they are idle. The emergence of short videos has changed people's ideas to some extent. Therefore, when disseminating short videos, it is necessary to achieve sustainable development goals through formal paths.

1. Introduction

Mobile phones are now not only a tool for people to contact, but also a tool for shopping and paying, and social software in mobile phones is a must-have software for every young person. Apply social software to expand people's communication paths and scope, so that people have a voice. With the introduction of short videos, it will add joy to people's lives. Everyone can send short videos you like to discuss your opinions.

2. The overview of New media

2.1. Definition

Many new terms have been born in the virtual world of the Internet. For example, new media is currently the most concerned topic. Usually, people will classify TV, newspapers and media in both paper and new media. In the fast-developing information age, there are various multimedia and new media, and they occupy a dominant position in the network. In real life, people's perceptions of new media are relatively vague, and they can be roughly understood as sending information through smartphones, projections, and computers. The new media is very efficient and is an interactive tool that quickly learns about promoters and people, as well as entertainment.

2.2. Features

Based on the new media environment, everyone has the right to speak, and people can freely discuss their views and opinions on certain things. All users in the network can develop their own

sites. With the promotion of new media, information can be sent to new media anytime and anywhere. Fragmentation is the main feature of new media. Due to the wide range of new media, the fragmentation is extremely significant, and it also directly affects the integrity of the knowledge framework.

2.3. Development process

With the popularity of the Internet in China and the widespread use of computers, the effectiveness of mobile Internet smart phones has been improved and improved to some extent, and new media has been further developed, in line with people's requirements for new media software and technology. Two-way communication is the core feature of new Internet media. It not only sends audio and video resources to users' mobile phones, but also allows users to select their favorite new media audio and video resources. The traditional path of new media has gradually changed from the on-demand form to the way of praise and attention, allowing users to have the right to choose and authorize, which is the core platform for media communication.

2.4. Program form

Short videos have always been popular with young people for their short time and exquisite content. For example, the most popular vibrating and fast-paced social software, recording the event process in a short time and watching it, as long as there is a network around it. Whenever you are or where you are, you can take a video on your mobile phone and upload your feelings to the Internet at this moment. When the viewer sees this video, they can evaluate it. This kind of "fast food" entertainment, short-time video industry has become the most popular form of entertainment, short video playback is gradually increasing, and the development of short video is inseparable from the support of mobile phones.

3. Characteristics of Short video propagation

3.1. Production refining

Short video is very simple in making method. It uses smartphone video to shoot and generate software. The video content is short and exquisite. There is not much requirement compared to the production method. Just understand the network operation and use the smartphone. Can complete short video production in a short period of time, shooting technology and facilities do not need to be too professional, as long as there is a network phone. Because the short time for shooting short videos is not long, random shooting has gradually become a popular method for the public, and the video is edited in a short period of time. On the other hand, most short video capture software comes with special effects such as filters, beauty and text, which makes the short video content rich, and more and more people like the fun of shooting.

3.2. Fast sending frequency

From the development of the Internet to the present, to a certain extent, the scope of short video transmission in the network has been broadened, and mobile terminal devices have gradually become the core path of communication. Because the time spent shooting short videos is small, the operation process is refined, it is easy to adapt, and the number of used traffic is very small, which is easy to watch, so many netizens like it very much. The fast transmission frequency is one of the characteristics of short video. It is also the core element to increase the amount of forwarding. With

the promotion and application of short video, it indicates that the modern society has begun to make full progress in the short-story speed reading era, making a short video in a few minutes. Finished, then send the video to the network.

3.3. Strong social skills

If the 2G network is used as a sub-propagation, 3G belongs to the voice project and realizes image resource sharing, then for the 4G network, it is the best stage for making video, and the 5G era will be invulnerable in the future development process. For the average network user, the video transmission requirements will gradually decrease, and short video will become the most popular product in the future social platform. On the other hand, the connection between short video content and social networking is extremely close. Friends and family members can recommend and share with each other, making it easier and more convenient for users who watch videos on social platforms. The advantages are numerous. According to the final survey results, there are more and more users spreading short videos on social platforms, and the types are different. The data is increasing every year. First of all, after the short video shooting is finished, it can be uploaded directly, and more and more original effects of different angles are sent to the social platform. Secondly, the actual social network platform creates a healthy and comfortable network atmosphere for many netizens, providing a refined and fast network, combined with the network intelligence requirements, the social platform will be based on the content and dynamic information that users use and watch most in real life, do a good job of finishing work, netizens can also share it with their family and friends, and expand the short video coverage area, which is very popular among people.

4. The cultural origin of short videos

With the gradual development of the film and television industry, the development of short video has been promoted to a certain extent, becoming a new cultural form, and has emerged in the film and television industry, fully embodying the value and significance of artistic expression. The material and spiritual aspects are the core of cultural and artistic values, and the physical level refers to the physical forms of short video, such as digital storage and video transmission. The spiritual level refers to the short-term video cultural value meaning, consistent with the core value system of the social development of the people's appreciation of value, active exploration, positive energy, and also meets the cultural requirements of short video production, communication, and activities.

Short, refined is one of the most obvious features of short video, which is a fusion of the fast-food culture of the current era. The short video has a tight rhythm and exquisite language. The short video based on the production mode is flexible and can meet the requirements of the young people for cultural consumption to a large extent. The core element of the short video is that it can complete the communication with the user. The traditional media can only be transmitted in a single linear manner, and the audience refers to the passive acceptance of the information. However, the generation of short videos allows users to better share with their friends, and feel free to express their feelings while watching videos. The short video content is extremely rich and diverse. Whether it is family emotional video or humorous short video, it enriches the user's film and television cultural life and expands the range and vision of users watching video.

In the popular culture, the short video embodies a cultural custom. Compared with the mainstream culture and the citizen culture of the official website, there are folk culture and popular culture, which are novel, entertaining and commercial. Short video has many functions, which allows users to enjoy the pleasure of leisure and entertainment in the busy city life. The path for users to watch traditional movies has also changed. It will not be influenced by the constraints of region, time and space. People can watch short videos and relax at any time. Users can not only

watch short videos, but also evaluate and make them available at any time. The short video content conforms to the public aesthetic, and uses the unique visual to show the richness of life, so that the masses can be immersed in the situation, highlighting the ordinary life of the user, and providing users with a platform to express their own emotions.

5. Analysis of short video propagation path in new media environment

Plan your mind with your heart. Many short web bloggers are very popular in Sina Weibo. The "Second" and "Pear Video" in the short video are loved by most netizens and follow, like and send these short video brands in real time, such as "Ekrily" red-hot all the short videos in the short term and became the net red blogger in it. Further research and discussion of such short videos, whether they are in production and customization, or self-deprecating and voicing others and social phenomena, the content is generally a popular point of attention, which can stimulate the psychological feelings of netizens and resonate with them. In recent years, people suddenly have more short videos like Tik Tok and Fast Hands, and the content is in line with the actual life. There are also inspirational points and voicing points. These red bloggers have very sharp language and clear ideas. Hit the most vulnerable places of netizens, so bloggers are also very careful in the process of shooting short videos. In the past, there was no such thing as a barrage. In general, the key content of short videos is the soul chicken soup, such as inspirational struggle, newcomers in the workplace, youthful ideals, and love career. For the young people of this age, the positive energy story is already very familiar and cannot attract the attention of the general public. Therefore, short videos must be innovative, constantly try and challenge new things, always pay attention to the hottest topics and sensitive topics at the moment, in short language, carefully plan themes and content, attract netizens' attention, touch the softest places in their hearts, causing resonance. In online media, the more controversial topics are more and more popular, in the short video, the emphasis on opinions, topic innovation, visual impact, and people's minds will have some shock, so as to promote the development of short videos.

Optimize video production. So far, people have chosen smartphones to use more models with larger screens. For this reason, various mobile phone manufacturers have started from the screen size of smartphones. In order to attract the attention of the public, large-screen mobile phones have gradually emerged in the market and started to grow screen era. The screen size of the mobile phone is designed according to the user's sense of use, comfort and convenience. Combined with the research of the human body frame engineering discipline, according to the habits of people using mobile phones, the relevant data shows that the technology of folding mobile phones is not very mature, 4.7-5.5 inches. The screen has become the trend of mobile phone screens in the modern era. The small screen of the mobile phone helps the short video to be more perfect and warm in the production process. For the shooting angle, it is the most obvious feature of many short videos to use the small lens with different features to enhance its visuality. On the other hand, to enhance its stability, use a fixed angle when shooting, to ease the video jitter, allowing users to better watch. For editing, it is not used for TV programs. Short videos are faster in assembly and splicing, and the information content is abundant. The lens is changed every two seconds. The lens is rich in color and the contrast effect is obvious, which makes it easy to accept. In order to highlight the entertainment features of short videos, you can adapt to the music in the plot, such as adding crowd sounds during the stunned period; adding characters to the drums when there are characters, and adding art font annotations to the video to make them short. The video is full of energy, the form is more stylish and more fashionable.

Regulate marketing resources. Regularization refers to the process of integrating and allocating existing resources. The regular marketing resources are mainly aimed at combining the resources

transmitted by all aspects into a set of low-cost, high-efficiency communication programs, using different types of The propagation path is expanded and distributed using a variety of methods, ultimately improving the economic benefits. In general, the short video marketing strategy is mainly aimed at the following implementations: (1) resource development for the group, integration of human topics into the social platform, targeted labeling, and a variety of offline activities, attracting many netizens actively participated in short video shooting. (2) highlighting the subject's ductility. Account application, long-term focus on key content, the implementation of the communication program lays the foundation for post-work, regularly provides hot topics to increase the number of fans, broadcast short video trailers, raise the expectations of a large number of fans on short videos, enhance the atmosphere, increase mystery and more communication with users, know the true demands and video views and opinions of this netizen.

6. Short video common problems and development direction

So far, the short video industry has been represented by small movies and small documentaries, and has developed rapidly. Based on the current industry situation, it is also necessary to attach great importance to the various problems of short video in the new media environment. For example, the low threshold makes some works become more and more complicated, and the characteristics of network communication cause many copyright disputes. Short videos also have quite a few problems in terms of content: content homogenization is too serious, and the content of many video sites is almost the same. The characteristics of netizen's self-creation and content richness have not been formed. On the other hand, fans who like short videos are less sticky. Like the previous portals, video sites lack the stickiness of users, and they can only rely on content to win and gradually cultivate user habits.

Based on the new media era, short video should not only use the media environment reasonably, but also show its own production advantages and communication characteristics. The content will become more and more novel with the development of the short video industry. Considering the short video communication perspective, which party has high-quality video resources and copyright, you can win users and the market. Users are attracted by video content, so video sites are extremely focused on content, and the extension of video content resources and the integration value chain as a development focus. Standing in the perspective of short video production, we will achieve short video production through high-standard technical methods of TV movies, improve content, picture and artistic characteristics, and promote the sustainable development of the short video industry.

7. Conclusion

In summary, with the advent of the new media era, the short video industry is very popular with netizens. Its implementation allows viewers to express their own opinions and express their own strengths anytime and anywhere, not only creating an active and special atmosphere, but also has brought the spiritual distance closer, making the relationship between netizens more intimate. Short videos have been integrated into people's work and life, and netizens are looking forward to the novelty, special views and after-sight of short videos. However, different types of short video content are roughly the same, and the hot topic saturation is high, which causes short videos to cause a series of problems in the process of communication. Therefore, short videos should be based on the current network situation, understand their own problems, meet the demands of netizens, plan themes carefully, optimize video production, regulate marketing resources, use short video innovation to spread positive energy, add novelty to short videos, and bring an unprecedented movie experience for users.

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