



Innovative Communication of Short Video News in Mainstream Media - Taking "China Blue News" as an Example

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Abstract. In the era of mobile short videos, short video news has become the main battleground for mainstream media news dissemination. It not only helps to innovate news propaganda in an all-round way but also better demonstrates the power of mainstream media. China Blue News combines short videos, live broadcasts, and in-depth reporting to spread positive energy and deeply cultivate high-quality original works, making it a backbone force of the national mainstream media platform.

Keywords: Mainstream media; short video news; news dissemination; China Blue News.

1 Introduction

According to the "Short Video User Value Research Report 2023" released by CSM (China Broadband Institute), as of December 2023, the scale of online audio-visual users in China has reached 1.074 billion, with an internet usage rate of 98.3%. The average daily usage time of mobile internet audio-visual applications is 187 minutes, with the highest user stickiness in short video applications, averaging 151 minutes per day. This data comes from CNSA, figure 1 below. ^[1]

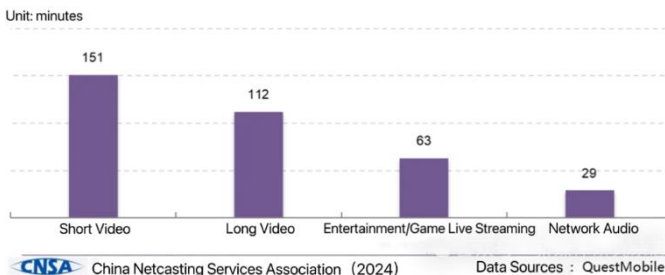


Fig. 1. Per capita daily usage time of network audiovisual segmentation applications

As reported by the Reuters Institute for the Study of Journalism at the University of Oxford, there has been a change in audience consultation habits.^[2] Short video platforms have become the main source of news for young audiences, leading to significant transformations in the global news media industry due to the rapid rise of short video news.^[3]

Established in June 2015, China Blue News is the official internet video platform of Zhejiang Radio & Television Group. With its focus on mining high-quality content and offering a unique perspective, it has become a key player in the national mainstream media platform.^[6] According to the latest data released by "Viewing China," China Blue News ranks third in the CSM 2023 annual provincial-level news integration Weibo index. Its "short video + live streaming + in-depth reporting" format has led to over 30 billion short video views.

This article explores the innovative communication of short video news by analyzing and providing examples of the data of China Blue News, highlighting the integration of diverse elements in communication structure, the importance of original content, and the use of a "binge-watching" reporting format to enhance user engagement.^[4]

2 The Definition and Characteristics of Short Video News

In accordance with "Introduction to Journalism" 7th edition, Tsinghua University scholar Chang Jiang defines short video news as "measured in seconds, with a total duration of no more than 5 seconds, using smart terminals for beautification, editing, and real-time sharing on multiple social platforms, as a type of informational video news product." It features diversification, immediacy, simplicity, mobility, and sociality.^[5] The narrative rhythm of news is more compact, often using visual and auditory elements such as animation and music to enrich the content and present news in a diverse manner. Shen Aiguo proposed in "An Analysis of the Advantages and Development Path of Mainstream Media Short Video News" that short video news, as an important way for audiences to obtain information, has characteristics such as strong timeliness, novel narrative forms, popular styles, and inherent traffic.^[7]

3 The Dissemination Advantages of Mainstream Media Short Video News

3.1 Integration of Diverse Elements in a "Short", "Precise", and "Broad" Manner Constitutes the Structure of Dissemination

Short refers to the duration of the video, which is generally kept within 15 seconds;

Precise refers to accurately grasping the emotions of the audience, eliciting resonance, and accurately conveying effective and key information in the shortest time;

Wide refers to a wider span of communication forms, integrating more elements, thus forming a mature model of "short video + live broadcast + in-depth reporting."

In June 2023, the Hangzhou food delivery rider Peng Qinglin jumping off the bridge to rescue someone event attracted attention nationwide.^[8] China Blue News found the parties involved for an on-site interview on the night of the event. Following that, a live broadcast was conducted throughout Peng Qinglin's medical treatment and hospitalization process. Without disturbing him, the live broadcast was conducted outside the hospital room to address social concerns. Ultimately, the original short video series "Hangzhou Jumping into the River to Rescue People, Food Delivery Rider Peng Qinglin" garnered over 300 million total views, and the live broadcasts were viewed over 10 million times.

3.2 Content Dissemination, Originality Reigns Supreme

Mainstream media shoulders the responsibility of creating high-quality content, and simply reproducing or making simple derivative works cannot meet the innovative development of current news communication. According to statistics, the Weibo content editor of China Blue News posted a total of 17,000 pieces of content in 2023, with 286 topics making it to the national trending list, and the interaction volume also increased by a significant 662.1% compared to the previous year. Among them, content with strong timeliness and unique attributes, content with strong service, and content that generates empathy through discussion are more likely to attract attention. Continuously exploring high-quality content and cultivating unique perspectives is the key to news originality.^[9] While focusing on traffic, more emphasis is placed on quality. China Blue News delves into frontline interviews, on-site reporting, live broadcasts from the scene, and in-depth interviews, obtaining first-hand information and creating short videos. For example, in the hot news events of 2023 such as the "Hangzhou Asian Games," "China's large-scale technology C919 completes its first commercial flight," "Concern for the giant panda Ya Ya living in the United States," and "Flood resistance in Zhuozhou, Hebei," China Blue News was at the forefront.

3.3 The Transmission Method, Known as "Binge-Watching" Live Reporting

The traditional way of news dissemination tends to be more like irrigation, with the news distributor transmitting the content in its entirety to the audience. This singular and direct mode of communication cannot meet the current fragmented viewing habits and lack of engagement among the audience.^[10] Therefore, breaking down a long video into steps for playback and explanation can meet the audience's need to receive the core information within a short period of time and ceremoniously witness the entire process... This segmented form of on-site reporting is also known as "binge-watching". The concept of narrative transportation theory was defined by psychologists Green and Brock in 2000: when individuals immerse themselves in a story, they experience a high level of cognitive and emotional involvement and produce vivid mental images, representing a unique psychological process that integrates attention, emotion, and imagery... The "Panda Watch: Returning to China" series report is divided into "Before Returning to China" and "After Returning to China". In the "After

Returning to China" section, China Blue News innovatively adopts the "binge-watching" on-site reporting approach. The process of the panda Ya Ya returning to China is divided into several parts: leaving the Memphis Zoo in the United States, taking off from the airport, entering Chinese airspace, landing the plane, and returning to the Beijing Zoo. Detailed pre-planning is carried out for each of these five steps, with reporters on the scene in each part, using emotionally rich language for on-site reporting.^[11] Each short video is kept to a maximum of 15 seconds to effectively convey the core information in the shortest amount of time, combined with precise and effective emotional transmission, allowing netizens to stay updated on Ya Ya's return to China at any time.

3.4 Enhancing Interactive Engagement to Boost Fan Loyalty

The era of data traffic gives IP an unparalleled importance and strategic value. The "China Blue Pundits" project has nurtured millions of news anchor accounts, such as "News Sister" and "Xiaoqiang Shuo." These anchors have extended their personal IP from the big screen to the mobile end, publishing exclusive views and topics, eliciting resonance with the users' emotions. In addition, the "pundits" through the interaction of their personal IPs.^[12] Transform the audience into users and the users into fans; "cutting-edge, speaking human language, having an attitude", continuously produce online content with a strong internet presence to create positive explosive products.

Interactivity is a critical feature of short video news, where topics attract traffic. Therefore, while meeting users' demands for good short video news through comments, forwards, shares, etc., mainstream media need to consider how to stimulate user interaction in the later stages of maintenance. China Blue News has a fan group on the back-end of the short video platform, where editors communicate with fans daily, addressing every detail and query, making the audience feel like China Blue News is a friend constantly by their side. The functions of forwarding, commenting, and liking in short video news satisfy the audience's need for interactive participation and also facilitate media's immediate understanding of audience feedback, further enhancing the targeted nature of news information and strengthening the interaction with the audience, thus enhancing the news dissemination effect of short videos.^[13]

4 The Future Prospects of Short Video News in Mainstream Media

4.1 Adhere to the Norm and Leverage the Advantages of Mainstream Media

In the "Positive Energy High-flow" network communication experience selection activity conducted from December 2023 to March 2024, the work "Innovative Expression of Exploring Traditional Culture in TV Programs - Taking Zhejiang Satellite TV's Song Yun Cultural Communication as an Example" of Zhejiang Radio and Television Group's China Blue Innovation Platform was selected as one of the top ten

professional works nationwide. Mainstream media is accelerating the deep integration development, from the "full media content form" 1.0 stage to the "positive energy must have big energy" 2.0 stage, and is now accelerating towards the 3.0 stage of "big flow must have strong guidance." Mainstream media should continue to do well in producing high-quality content, maintain a consistent and unwavering correct direction, and use positive energy to create a powerful force, closely following social hotspots, carrying out correct public opinion guidance, leveraging the advantages of the mainstream media, and embarking on the path of high-quality integrated communication development.

4.2 Innovation Adds Both Quality and Value to the Product

The "China Blue News" client, based on the dissemination vision of "being with you and in sync with the times," iterates and upgrades.^[13] The number of articles with over 1 million views exceeds 1200, and the dissemination quality and effectiveness have significantly improved. The fan base of the "China Blue News" network matrix has surged from 5 million to over 25 million.

Behind the client's iteration and the media matrix's counter-trend breakthrough is China Blue News' insistence on creating "high-quality traffic with value" and continuously improving the discourse system of news creation, getting closer to online expression needs, and launching a new approach of "capturing hotspots nationwide and having daily live broadcasts" to focus on what netizens care about, embrace the public, and embrace traffic.^[14] China Blue News also fully utilizes the power of "two networks" for extensive dissemination: one network is the collaborative network from top to bottom, actively linking up with central media and hundreds of municipal and county-level units to strengthen the collaborative system of the "Blue Media Alliance"; the other network is the distribution network all around, collaborating with platforms such as TikTok and Kwai to personalize and customize dissemination according to demands.

5 Conclusion

Mainstream media highlights the power of communication and guidance on short video platforms. As Dean Hu Zhengrong of the School of Journalism and Communication of the Chinese Academy of Social Sciences University pointed out, traditional radio and television must first strengthen their Internet thinking in order to become and strengthen new mainstream media. Secondly, it is necessary to use Internet thinking to increase the production capacity of content and services and enhance supply-side reform of content and services. Finally, efforts should be made to build their own platforms. By aggregating content and services to their own platforms, increasing user stickiness, and ensuring a sustainable development path for themselves, China Blue News has opened up a communication situation where mainstream reports have traffic and popular products have a market. In the future, it should continue to explore inte-

grated new paths, focus on theme planning, do a good job in hot spot reporting, and further enhance the quality and effectiveness of online communication.

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