



The Dissemination Path of News Short Videos in Mainstream Media from the Perspective of Media Convergence

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Abstract: With the deepening of media convergence, the role of mainstream media news short videos in information dissemination is becoming increasingly significant. In order to explore the dissemination path of news short videos from the perspective of media convergence, a literature analysis method was adopted to analyze the current development status and dissemination characteristics of short videos in mainstream media. Research has shown that news short videos, with their unique form and immediacy, are disseminated through multiple channels such as social media, greatly enhancing the efficiency of information dissemination and audience engagement. The article also reveals how mainstream media can adjust their dissemination strategies to adapt to this emerging form and optimize dissemination effectiveness in the new media environment.

Keywords: media convergence; mainstream media; news short videos; dissemination path; information dissemination

1. Introduction

The rapid development of media convergence has greatly changed the pattern of information dissemination. The integration of traditional media and emerging digital platforms has promoted innovation in the form of news communication. Especially in the field of short videos, mainstream media have begun to utilize their concise and convenient characteristics to meet the audience's demand for fast and intuitive information. This trend reflects the habit changes in information consumption in the new media environment, and also prompts traditional media to adapt to new dissemination modes in order to maintain their influence and competitiveness. In this context, news short videos, as an important form of information dissemination, have become the focus of research on their dissemination paths and strategies. Exploring the dissemination characteristics of news short videos in the context of media convergence is of great significance for understanding the evolution and future development of modern news communication.

2. Characteristics of news short videos from the perspective of media convergence

2.1 Definition and impact of media convergence

Media convergence refers to the mutual influence and deep integration of traditional media and emerging digital media technologies. This integration is manifested in the diversification of information dissemination platforms and the innovation of media forms, for example, from newspapers, radio and television to Internet, social media and other platforms. The impact of media convergence is reflected in multiple aspects. Firstly, it breaks the time and space limitations of information dissemination, allowing news to be quickly accessed and shared at any time and place. Secondly, media convergence has led to changes in the way information is produced. The traditional news gathering and editing process is gradually being transformed by new media technologies, making the production and dissemination of news content more diversified and interactive. In addition, the way audiences participate has also changed. They are not only receivers of information, but also producers and disseminators of content. This interactivity greatly enriches the forms of information dissemination.

2.2 Characteristics and advantages of news short videos

As a new form of dissemination in the era of media convergence, there are obvious characteristics and advantages in news short videos.

(1) Short video news has the characteristics of strong chronergy and concise content, which can quickly disseminate crucial information and meet the needs of modern society to quickly obtain news information. It can be applied more widely.

(2) News short videos have a strong visual impact, its vivid narrative methods can make information more intuitive, understandable, and quickly capture the audience's attention.

(3) The social sharing feature of short videos also enhances their dissemination efficiency, allowing information to

disseminate quickly. Short videos meet the personalized needs of different audiences with highly personalized content and form, enhancing participation and interactivity.

2.3 How mainstream media adapts to the trend of media convergence

Under the trend of media convergence, mainstream media are actively adjusting their dissemination strategies to adapt to the new media environment. Mainstream media is gradually integrating into a multi-platform releasing model, no longer limited to traditional print media, television, and radio, but releasing content through various channels such as social media, news apps, and short video platforms. This multi-platform strategy not only expands the scope of information dissemination, but also increases opportunities for interaction with audience. At the same time, mainstream media has begun to attach importance to data analysis, optimizing content production and releasing strategies through analysis of audience behavior and feedback, in order to improve dissemination effectiveness. In addition, mainstream media are also innovating in content creation, adopting emerging forms such as short videos and live broadcasts to attract more young audiences.[1]

3. Analysis of the dissemination path of news short videos

3.1 Content production and releasing strategy

In the content production and releasing strategy of news short videos, the first thing that media need to focus on is the precise positioning and creative expression of the content. The production team should design concise and engaging short video content based on the interests and needs of the target audience, including catchy titles, impactful visuals, and clear message delivery. In order to enhance the dissemination effect of videos, releasing strategies are also crucial. News short videos should be released through multiple channels such as social media platforms, news apps, and specialized platforms to ensure broad audience coverage. At the same time, the releasing time of the content also needs to be carefully arranged, for example, selecting a time period when the audience is active for publishing to maximize exposure. In addition, adopting SEO optimization techniques and keyword strategies can further improve the visibility of videos in search engines.

3.2 Interactive relationship between social platforms and short videos

The interaction between social platforms and short videos greatly improves the efficiency and influence of information dissemination. Social platforms provide diversified channels for the dissemination of news short videos, enabling them to quickly reach a wider range of audience and achieve viral dissemination of information through interactive functions such as sharing, commenting, and liking. This interaction not only increases user engagement, but also promotes platform exposure and dissemination. User generated content (UGC) on social media platforms has a promoting effect on the dissemination of news short videos. The short videos posted by users have strong topicality and attention, which can further enhance their influence.

3.3 Audience participation and feedback mechanism

In the process of short video news dissemination, the role of audience participation and feedback is an important aspect that cannot be ignored. Through real-time interaction with audience, news short videos can receive immediate feedback from the audience, which can not only understand their interests and needs, but also adjust and optimize the content in a timely manner. For example, audience' evaluations and suggestions of video content can reflect the popularity and existing problems of the video, thereby providing guidance for the production and improvement of subsequent content. In addition, user generated content and discussions also provide more channels and exposure space for the dissemination of short videos. [2] By setting incentive mechanisms such as comment rewards and interactive challenges, audience can be encouraged to actively participate and improve their loyalty. The feedback mechanism can not only provide a tool for optimizing video content, but also help audience better participate in the dissemination of videos.

4. Optimization strategy for the dissemination path of news short videos in mainstream media

4.1 Content innovation and audience demand alignment

Content innovation is the key to ensuring the attractiveness and competitiveness of news short videos. In order to align with audience needs, the production team needs to conduct in-depth research on the interests and behavioral patterns of the target audience, and design creative short video content based on current hot topics. This can be achieved by analyzing audience' viewing habits, comment feedback, and social media trends. For example, exploring audience' attention to specific news topics through data analysis, and based on this, producing relevant in-depth analysis or concise reports. In addition,

utilizing emerging technologies such as AR/VR to enhance the interactivity and immersion of videos can also effectively improve audience experience. Content innovation should not only meet audience' immediate needs, but also constantly break through in form and content to maintain the freshness and stickiness of the audience, thereby increasing the dissemination and influence of short videos.

4.2 Data analysis and dissemination effect evaluation

Data analysis is the key to optimizing the effectiveness of short video news dissemination. The data about the video viewing, user interaction (likes, comments, shares, etc.), and dissemination paths will be comprehensively analyzed to evaluate the actual impact and effectiveness of short videos. This evaluation not only includes statistics on viewing time and frequency, but also takes into account user behavior patterns and feedback to have a comprehensive understanding of the popularity and dissemination effect of short videos.[3] In addition, data analysis can be used to identify the optimal playback time, target audience characteristics, and "popular" sections, which will help optimize short video content production and releasing strategies, ensure that short videos be in the lead in media competition, and effectively improve the efficiency and accuracy of information dissemination.

4.3 Cross-platform cooperation and resource integration

Cross-platform collaboration and resource integration are important strategies for improving the dissemination effectiveness of short video news. By utilizing the cooperation of multiple platforms such as social media, video sharing platforms, and news apps, we can fully leverage the audience base and technological advantages of each platform to expand the dissemination scope and influence of short videos. For example, customizing and promoting content for different platforms can reach a more diverse audience group and integrate data resources from various platforms to form a comprehensive dissemination strategy. In addition, cooperation with the platform also includes technical support such as algorithm recommendation and advertising placement, achieving complementary and integrated resources, further improving the exposure and audience participation of short videos. Cross-platform collaboration can not only maximize the dissemination effectiveness of short videos, but also make better use of media resources and improve the execution of the entire dissemination strategy.

5. Conclusion

In summary, the article explores the dissemination path of news short videos in the mainstream media under the background of media convergence, revealing their key role in information dissemination. With the advancement of media integration, news short videos have significantly improved the efficiency of information dissemination and audience participation due to their characteristics of chronergy, visual impact, and social sharing functions. In adapting to this emerging form, mainstream media optimizes dissemination effectiveness through strategies such as multi-platform releasing, data analysis, and content innovation. The interactive function of social platforms further enhances the dissemination power of short videos, and meanwhile user participation and feedback can help media adjust content in a timely manner. Data analysis and cross-platform collaboration are also important means to enhance dissemination effectiveness.

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