

Analysis of Communication Characteristics and Social Impact of Short Video News

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Abstract: Due to the rapid development of science and technology, new media are more and more prevalent, and the mode of news dissemination has also undergone great changes. As a new type of news and information dissemination carrier, short video has rapidly become an important way for the public to obtain news and information by virtue of the advantages of concise content, rapid dissemination, multiple visual and sound experience, and strong interactivity. This paper analyzes the impact of short video news on society from the communication characteristics of short video news, in order to provide useful reference for the development of short video news.

Keywords: Short Video; News Short Video; News Dissemination.

1. Introduction

In the context of rapid development in information technology and widespread internet access, new media forms are evolving at an unprecedented pace. Among these, short videos have emerged as a popular and distinctive medium in the field of news dissemination. With their unique dissemination methods and significant advantages, short videos have quickly gained prominence, meeting the modern society's demand for efficient and rapid information acquisition. They are intuitive, concise, and swift in communication, perfectly aligning with contemporary expectations for accessing information. Moreover, short video news has profoundly transformed the way people gather and consume information, and it has even had far-reaching effects on the dissemination patterns of societal culture. In recent years, as short videos have continued to evolve and mature, they have brought about disruptive changes to traditional forms of news communication. [1].

2. The Communication Characteristics of Short Video News

2.1. Simplicity and Fragmentation of Content

Short video news is usually short in length, with a simple content structure that is easy to understand. This fragmented mode of communication adapts to the fast-paced lifestyle of modern people, allowing users to quickly access information during short breaks or on the move, thus quickly capturing their attention.

2.2. Rapid and Instantaneous Dissemination

Short video news is highly instantaneous and can quickly deliver news events to the public. This rapid dissemination ability enables the audience to obtain news information in the first time, which satisfies people's demand for timeliness. At the same time, the simplified production and release process of short video news enables news producers to respond quickly to events, thus further improving the timeliness of news [2].

2.3. Visualization and Entertainment

Short video news makes the news content more vivid and

interesting through the combination of vision and sound, and also shows the live situation of news events more intuitively. This entertaining way of communication improves the attractiveness of the news and makes the dissemination of information easier to infect the audience.

2.4. Interactivity and Socialization

Short video platforms usually have strong interactive features, allowing users not only to watch the news, but also to participate in comments, sharing and discussions. This socialized communication enhances the interaction between users, promotes the secondary dissemination of information, and expands the influence of news.

2.5. Personalization and Customization

Short video news can rely on big data analysis, according to the user's viewing habits and interests for personalized recommendation, so that the user can receive news content more in line with their preferences. This customized communication improves the user's viewing experience. [3]

3. The Positive Impact of Short Video News on Society

3.1. Changes in the Way of Obtaining Information

Short video news has changed the traditional way of obtaining information, making the consumption of news more convenient and fast. People can watch short video news anytime and anywhere through mobile devices such as cell phones, which meets the information needs of modern people in their fast-paced lives.

3.2. Widespread Attention to Public Issues

Short video news can quickly attract public attention by presenting news content in a visual and entertaining way, which makes some important public issues receive wider attention and dissemination, and thus promotes the discussion and solution of social issues. [4]

3.3. Increased Social Participation

The interactive and socialized nature of short video news provides a platform for users to participate in discussions on

news topics. Users can participate in the discussion of news events by commenting, sharing and liking, which improves the public's social participation and the interactivity of information.

3.4. Democratization of News Dissemination

The openness of short video platforms provides opportunities for ordinary people to publish news and views, making news dissemination more democratic. Ordinary users can participate in the production and dissemination of news through self-made short videos, breaking the monopoly of traditional media on news dissemination.

3.5. Display of Cultural Diversity

The popularization of short-video news has made it easier to disseminate different cultures and views. Users can share their cultural characteristics and life experiences through short videos, which promotes cultural exchange and the display of diversity.

3.6. Strengthening of Public Opinion Supervision

The immediacy and wide dissemination capacity of short video news enables the public to keep abreast of government and enterprise developments, strengthening supervision of power. Some short-video news can quickly arouse public concern and push the relevant departments to respond and solve problems in a timely manner.

4. The Challenges Short Video News Faces in Terms of Social Impact

The first is the challenge of fake news and information overload, in the face of the rapid spread of short video news, it brings the problem of fake news and information overload at the same time, some unverified information and false news spread rapidly on the short video platform, which brings challenges to the public's information judgment.

Second is the issue of copyright and privacy protection, which has become increasingly prominent with the popularity of short video news. Some users use other people's video footage without authorization, or are filmed and distributed without their knowledge; these issues need to be properly addressed, and the dissemination of unverified information may lead to copyright disputes and the creation of false news, which will affect the credibility of the news.

5. Conclusion

Overall, while short video news brings convenience and vitality to society, it also brings a series of challenges. In order to ensure the quality and credibility of news content, journalists need to strengthen the review and control of the authenticity of news to avoid the spread of false information. It also requires the joint efforts of relevant organizations, platforms and users to ensure the healthy and orderly development of short video news, so as to better serve society and the public. In the future, the development of short video news will need to pay more attention to the application of technology, content diversity and innovation. Journalists need to constantly explore new forms and means of communication, such as multimedia convergence, interactive communication, and the application of virtual reality and augmented reality technology, in order to provide a richer and more vivid news experience. At the same time, the localization of news dissemination will also become one of the trends. By creating news content that is close to the needs of local audiences, the accuracy and relevance of news dissemination will be improved to adapt to the needs of contemporary society and development, thereby improving the effectiveness of news dissemination and the audience. Satisfaction. [5]

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