

Analysis of the Development Path of TV Programs Based on the Background of the Development of Short Online Video

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Abstract. Today's media industry is developing rapidly. New media has gradually become the mainstream of development, such as Jitterbug, Racer and other short video development which has become an indispensable way for people to relax. In this fast-paced era, people need all aspects to be inseparable from the word "fast". The short video is aptly used to this point. Short and fast Short videos are a good use of this, spreading more information to the public in a short and fast form, allowing the public to grasp more comprehensive information on various aspects of current affairs compared to TV media. When TV programs are reproduced in their traditional mode, they are no longer able to meet the current way of life and relaxation. TV programs will naturally face the multiple challenges of losing audience resources and funding. Under such circumstances, TV programs need to review their development direction and format. This paper provides an in-depth analysis of the current state of development and the path for the future survival and development of television programs.

Keywords: Internet short video, television programs, transformation, development.

1. Introduction

Under the impact of the prevalence of new media, traditional TV stations, TV programs are in a paradoxical position, with different audiences, making the popularity of TV programs fluctuate up and down. Within the elderly group, TV programs are still the mainstream. In the young and middle-aged groups, short videos on the Internet have almost replaced TV programs. But when TV programs face paper media similar to newspapers, they still have their great advantages. Therefore, in such a contradictory situation, what TV stations need to do is to build on their strengths and avoid their weaknesses if they want to regain their audience and revenue. It is worth studying how TV stations can build on their strengths and avoid their weaknesses. This paper takes a qualitative approach to explore how TV programs can transform and develop well in the new media environment to change the existing backward status quo and examines the existing ways of integrating TV media with new media and the integration paths given by previous researchers. Then, on the basis of the previous research, this paper mainly discusses the advantages and disadvantages of TV media and new media respectively to analyze the root of the strengths and weaknesses between the two. In addition, this paper will discuss what other transformation methods are available in the development of TV programs, such as attracting professional talents, changing broadcasting methods, and post-production innovation. New media brings challenges to traditional media and gives them opportunities for development.

2. Literature Review

Although traditional media communication is slow compared to new media. Its dissemination of information credibility is high, and the television media review of information is stricter, which is a shortcoming of the network short video, the network short video because the number is too large, it is easy to make mistakes in the review, which leads to misinformation guidance. Although Internet short videos are widely used, some important information resources are still in the TV media [1]. In the process of integration of short internet videos and TV programs, TV programs can make good use of the platform provided by short internet videos, the audience. Increase the communication and interaction with users, enrich its content, and keep up with the trend of the times, so that users can

have a good sense of experience [2]. In terms of news, television media programs have always had authority. The content sources are authentic and reliable. Therefore, in terms of news authenticity, TV media can make up for the shortage of short videos on the Internet. The development of new media brings challenges to the television media at the same time also brings opportunities to integrate the two well, complement each other's strengths and weaknesses, and promote the great development of China's media industry [3]. the development of television media, to break the rigid setting, change thinking, strengthen interactive communication with the audience, do a good job of connecting with the Internet, make good use of the new media fast and convenient this feature, speed up the speed of information reception. Speak Internet network and traditional television combined to create "network television"[4].in the new media era of television media marketing, according to their own characteristics, accurate positioning, and establish a brand. Expand the audience channels, so that the audience to participate in the TV media. Analyze the characteristics of the audience and cut in many aspects [5]. Due to the limitations of TV media programs in production, review, processing and time, some of the fresh content has already seeped into the network of short videos, and the audience has already understood the relevant content. When the TV media broadcast again, there is less freshness in the event, and naturally, the viewership decreases. There are a lot of restrictions in the production process of TV programs, which can easily lead to the monolithic content of the program, thus lacking the sense of fun of the network video. Thus, the audience will naturally have a large part of the direction of the short video [6]. Understanding the impact of new media on the grassroots staff of TV program operations can help to optimize the quality of TV programs, as well as take advantage of the strengths and weaknesses to reform and transform from the roots [7]. In the new media era, if news media people want to walk the road of media integration, they must uphold the original intention, grasp the original professionalism of journalists, and grasp the characteristics of the news and new media complementary advantages, so as to provide viewers with more diverse and innovative access to news experience. [8] Compared with the TV industry, short videos have broadened the way of TV programs, but at this stage, TV programs are still in a stage of exploration and should continue to increase innovation and development, and take effective development methods to make up for the shortcomings of traditional TV programs [9]. The biggest difference between traditional TV media and new media is the Internet. So it can improve the clarity of TV program display and provide network short video with audio, games and other services [10].

3. The Advantages of Short Videos and TV Programs Respectively

3.1 The advantages of network short video

Network short video is a high degree of per capita participation, everyone can become a self-media, can reach the so-called "on TV" and thus be used to record life. Network short video is a mass media, and the public's compatibility is strong. For example, on the ShakeYin platform, the user sends a few seconds of a short video. If the user catches people's attention, it can be in a very short time the number of views, likes, and comments skyrocket. This is one of the advantages of new media, which is the integration of audience and media. Short videos can let the public know more information through their brevity. It is no longer necessary to spend too much time understanding a message. And you can even open your phone to see multiple message pop-ups during the work break.

3.2 Advantages of TV programs

TV media programs have a long history of development and are more likely to bring a sense of emotion, such as the evening news every night on time, the Olympic Games, the Spring Festival Gala, the World Cup, and so on, people are more willing to go to the TV to watch on time. TV programs are more elaborate in terms of production, their dissemination of positive energy, high view ability. TV programs are extremely strict in terms of audit and review, even a few minutes of advertising on TV, whether from subtitles to the content of the screen to the character expressions and body gestures need to be added layers of approval, qualified before the screening. Not to mention the long-running

TV series, in terms of news and current affairs, the review of TV programs is even stricter, which is incomparable to short videos on the Internet.

4. Exploring the Development Path of TV Programs through the Integration of Online Short Videos and TV Programs

4.1 Integration of playback formats

The reason why TV programs are lagging behind in the new media era is precise because of the close relationship with this era. In this fast-paced era, people's life has to be fast-paced, so it is hard to find time to sit down and turn on the TV to savor. Short videos of no more than 5 minutes are perfectly suited to people's needs, and are innovative, interesting and trendy. People can turn on short videos during their work breaks to learn about current affairs and politics and trends. During this time, TV shows are naturally left behind. So if TV shows want to dig out a throne of their own in the current era, they have to make changes. Since people are more willing to learn about current affairs from short videos of less than 5 minutes. It is suggested to compress several dozen episodes of TV series into short videos in the form of TV series synopsis. With 5 minutes to introduce the plot of the TV series, you can leave ambiguity and suspense. Thus, the audience will be attracted. Naturally, some viewers will turn on the TV to satisfy their curiosity and find out more. This not only promotes the TV series but also brings viewers to the TV show. This way, not only does it promote the TV series, but it also brings viewers to the TV show, which is a multi-benefit for the viewers. The Internet can be embedded into TV programs, before people will go squat to watch TV series, watch sports matters, watch the news, etc. And when the Internet is embedded in the TV, even if people miss the time period of the TV program can be like watching short videos to rewind and watch again, the Internet TV has a playback function, which allows people to watch the TV program anytime, anywhere, no longer to squat to watch.

4.2 Integration of Media Careers

The majority of media careers are a blend of broadcasters, presenters, journalists, and post-producers. In the traditional television media era, most students who came into contact with the media field, such as students of broadcasting and hosting arts, were mostly broadcasters or journalists after graduation, and most students of writing and directing were also involved in TV production at various TV stations. Nowadays, in the new media era, new media companies are competing for personnel to carry out a major diversion. With the rise of the short live video industry, some broadcasting students and choreography students are deeply involved in the live industry. Another group of students chose the television industry. This is a very good career integration. Similarly, TV shows can also open their own short video accounts, and recruit new media talents to take advantage of some short video platforms for program promotion. The professional integration of online short videos and TV shows can also be reflected in TV series and movie productions, where movie or TV series previews or show introductions can be promoted in online short videos.

4.3 The integration between short video and TV programs

The integration between short video and TV programs is nothing more than taking each other's strengths and complementing each other. Short video in terms of integration with TV programs draws on the censorship of TV media to increase video quality, rather than the mass output of non-nutritious videos. The short videos often appear as illegal videos, so the audit level should just pass out these videos. Should be more to promote the positive aspects of the video. In terms of TV programs. First of all, the Internet should be embedded in television programs, the Internet has become part of the world in today's era, and television programs that want to develop must not stop with the interconnection of interoperability. TV program should break the inherent way of screening, add new ideas, increase the integration and interaction with the audience, and establish the brand

characteristics of TV, not just a clean slate. With the short video mutual coherence, the short video promotes.

5. Discussion

Based on the development path of TV programs in the context of the development of online short videos, TV programs themselves should keep up with the trend of current affairs, not just in their own original circle of closed development, but should open the door to welcome new development methods, inject new development concepts, but at the same time open the door should not forget its original intention, maintain its original advantages, the introduction of its missing parts. TV programs are more realistic and reliable than short videos on the Internet, and because of their strict censorship, TV programs mainly spread positive energy to the public, which is precisely the missing part of short videos, TV programs can learn from the advantages of short videos based on their trendiness, innovation, fun and high public compatibility. Highlight each TV program unique TV-style rather than just follow the crowd. Present a clear-cut stalemate. Increase content innovation and communication from innovation. Seize the opportunity of short video development to use its advantages to expand the promotion of television programs, and dissemination efforts, and firmly attract the audience source belonging to their own. In today's era of the prevalence of network short video, although many people now say that television programs have been in a state of a sunset industry, the development of television media programs for hundreds of years must be in society to play its specific role. Internet short videos and TV programs, respectively, have their advantages and disadvantages, and the two need to complement each other's strengths and weaknesses, learn from each other, and keep up with current events, so as to promote the great development of China's media industry. There are some limitations to this study; during the epidemic, it was difficult to access television stations as well as short-form video companies for in-depth interviews to examine what other forms of integration exist between the two. It was also difficult to get access to the TV stations as well as the short video companies to examine other existing forms of integration between the two during the epidemic. It is hoped that future research will expand the scope of the study to explore it more deeply in the field.

6. Conclusion

In summary, this paper explores the multifaceted transformation and development of TV programs based on the current development status of online short videos and TV programs, as well as the future development trend. The existing advantages between the two and the multifaceted integration path are analyzed. Although new media is prevalent in today's era, TV programs are still an indispensable part of life and need to be developed together with new media and TV media. Currently, television media programs are at a disadvantage, so if they want to have a place in today's world, they must make a change and complement each other's strengths and weaknesses in the way of integration with online short videos. While grasping the advantages, learn to short video development experience. Increase the interoperability and integration with the audience, with the interoperability of the audience, you can more deeply understand the demands of consumer groups and make changes. Increase the prominence of the program's TV characteristics, to be able to have something that has a catchy eye. In the occupation, the TV program broadcast method is to be innovative changes. And so on are studied in a way that transforms the traditional into the current one, and the old into the innovative one. The development path of TV programs is a process of continuous innovation. Through multi-faceted and innovative changes to create more program value and attract multi-faceted talent, TV programs can be better developed. On the way to innovation and development should uphold the process of moving from one to multiple, not only limited to the broadcast above, more to interoperability and interaction, similar to the live industry, only the intense interaction with consumers have new ideas to bring better revenue. Now the TV program is missing the new media,

this big feature. Increased focus to drive better development is suggested. This study also has some limitations in that it was difficult to access television stations as well as short-form video companies during the epidemic to conduct in-depth interviews to examine other existing forms of integration between the two. It was also difficult to get access to the TV stations as well as the short video companies to examine what other forms of integration existed between the two during the epidemic. It is hoped that future research will expand the scope of the study to explore it more deeply in the field.

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