

# The Exploration and Analysis of the Path to Creating Excellence in Vlog News Reporting

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**Abstract:** *With the continuous development of network technology, Vlog news reporting has become a new form of news reporting. It is popular with the public by virtue of its new narrative perspectives, colloquial expressions, immersive and authentic experiences, and remarkable individuality and personality. However, Vlog news reporting is also facing new challenges, such as the form tends to be homogenized, the content is pan-entertainment, the style is too personalized and other problems. Therefore, finding solutions to face these problems as well as exploring the path of creating excellence in Vlog journalism is the focus of this paper.*

**Keywords:** *Vlog, News Report, Short video, Media Integration*

## 1. Introduction

The word vlog comes from the word blog, which means "video blog" and can also be called a "video weblog". It is also a variation of blogging, in which vloggers use images instead of words or photos to write their personal weblogs, which are uploaded and shared with the netizens. Vlogs are mostly a record of the author's personal day-to-day life, with a wide range of topics, ranging from a record of participation in a large-scale event to a collection of daily life minutiae.

Vlog originated from the foreign YouTube video platform, the domestic Vlog originated from the rise of the short video industry, people began to use short videos to record all aspects of their lives, such as travel, food, thoughts, work and so on. Famous Vlogger: CaseyNeistat had this to say, "The most important thing about vlogging is telling a good story, all other visuals are secondary. The man who filmed vlogs, added a spiritual core, and made vlogs thoroughly acceptable to YouTube viewers is the most qualified to define vlogs."

## 2. Narrative characteristics of Vlog news reporting

### 2.1. Perspective shift to first person

Most of the traditional news reports are written from a third-person point of view, where the reporter reports by interviewing others, so that the report has objectivity, a clear transmission and reception relationship with the audience, and a certain sense of distance. Vlog journalism is reporting from a first-person perspective, with the vlog creator being both the filmmaker and the participant. Vlog creators take viewers into the news scene by taking selfies and recording what they see and hear up close and personal from a subjective perspective. While watching the Vlog, the audience experiences the news scene firsthand from a first-person perspective, visualizing the scene depicted by the creators, which enhances the audience's sense of participation. Creators and audiences have transformed from mere transmitters and receivers to mutual communication buddies, and Vlogs have become a bridge between creators and audiences. And it's hard for audiences to feel a sense of immersion when they're watching a traditional news story from a bystander's perspective. For example, in the series of Vlogs "Miss's First Experience of the Two Sessions", creator Peng Yixuan truly shows the audience the real state of a reporter who participates in the coverage of the Two Sessions for the first time. This documentary style of communication allows the audience to create a sense of experience with the creator while watching the Vlog, which in turn creates a direct emotional connection. At the same time, the first-person shooting perspective and close shooting range builds a channel of equal dialog between the media and the audience, bringing the news media and the public closer together and dissolving the sense of distance in traditional news reporting.<sup>[1]</sup>

## ***2.2. Immersive and authentic experiences***

Authenticity is one of the five elements of journalism, and Vlog journalism fulfills the characteristics of authenticity, it is a real life record. When journalists attend major conferences, they film themselves in front of and behind the scenes of their work and status, such as packing their bags and getting ready to leave for the scene and other scenes, in order to give audiences a glimpse into the real working day-to-day life of journalists. Unlike traditional news reports that can only describe news events through words and pictures, Vlog news reports use the form of video, through sound, images and other elements, so that viewers can feel the news events more real, so that they feel as if they were there, thus creating an immersive experience. This immersive experience not only enhances the vividness of the news, but also makes it more attractive and influential. At the same time, the immersive experience also makes the news report more emotional resonance, so that the audience of the news report from passive reception of information to active participation and experience, so that the news is not only to transmit information, but also a kind of emotional exchange. For example, in "Putin's press conference before and after the stage what kind of journalists Vlog take you to see", you can see the behind-the-scenes preparations made by journalists for President Putin's press conference, the setup of the arena before the opening of the venue and the preparations made by journalists from other countries and regions, the questioning session after the start and the testimonials of journalists after the end, which brings the audience a different way of viewing the press conference. This Vlog news through the CCTV reporter's lens to make the audience see the professional reporter behind the scenes and everyone is the same as the "real" people, only the real happenings can be more effective in capturing the audience, which is exactly the combination of Vlog and news reports can get a better dissemination of the important reasons for the effect.<sup>[2]</sup>

## ***2.3. Spoken expressions have a sense of intimacy***

The five elements of journalism include proximity, and the way vlog journalism is reported falls into the category of psychological proximity to the audience. In Vlog news reports, journalists often use colloquial expressions to conduct news reports, compared with the more formal and serious language expressions in traditional news reports, colloquial expressions are closer to daily life, more intimate and vivid. Journalists use the language and expressions of daily life to make news reports more humane and real, which subverts the audience's previous perception of news reports. Vlog news reports report hard news in a more entertaining and pro-people colloquial expression, so that the audience can understand the news information more easily. At the same time, the spoken expression also adds a living, civilian atmosphere to the news report, so that the news is no longer a high authority, but grounded and living, which greatly enhances the affinity and attractiveness of the news.

## ***2.4. Unique style highlights individuality and personality***

Schramm, the mastermind of communication, said, "The best form of communication is interpersonal communication." Vlog as a short video form with the producer himself as the protagonist, strong recordability and personality, the form of requiring the producer's self appearance coincides with the characteristics of interpersonalized communication.<sup>[3]</sup> Vlog news reports are directly produced and distributed by journalists or vlog creators to record the real life of individuals, who add their own views and emotions to the reports, making the news reports more personalized and humanized. Since each reporter and host has a different personal style and manifested charisma, different perspectives and styles of expression can be seen in each Vlog news report. Journalists can choose the theme and angle of the news according to their own preferences and perspectives, and narrate the news through their own unique expressions and techniques, which makes each Vlog news is distinctive and has a strong personal color. This personalized style adds variety and innovation to news coverage, making it more attractive and able to trigger empathy in viewers. Journalists can connect directly with their audience, which is important for the credibility and impact of a news story.

## **3. Problems with Vlog Journalism**

### ***3.1. Over-entertainment and the dissolution of media authority***

The pan-entertainment of Vlog news reporting refers to the excessive pursuit of entertainment effects in news reporting, focusing video attention on behind-the-scenes footage and the reporter's personal items of clothing, while ignoring the fairness, accuracy and depth of the news, and failing to focus on the news

scene. Nowadays, with the development of digital media, more and more people are exposed to news in the form of vlogs, which focus on entertainment elements and mainly focus on popular and interesting topics. This makes it difficult for the audience to focus on the news event itself and can narrow the audience's view of the news, affecting their overall understanding of society. Meanwhile, Vlog news reports present the news in a relaxed and lively form through illustrations, animation, music and other elements, which enables viewers to be entertained while watching the news. However, this format may result in the seriousness and authority of the news being ignored, and may even distort the facts of the news and affect its accuracy.

### ***3.2. Serious homogenization and lack of innovative kernel***

Nowadays, a large number of Vlog news appear too similar in terms of theme, form and style, lacking uniqueness and innovation. For example, most vlog journalism focuses on the personal lives of reporters and hosts. The emergence of this phenomenon has as much to do with the choices of vlog news producers as it does with trends in the news industry as a whole. In terms of content, some popular topics and events tend to be followed by a large number of Vlog news producers, who tend to report on the same event from a similar perspective and using similar expressions, resulting in most of the content seen by viewers being repetitive, and it is even difficult to distinguish the source. In the process of news production and dissemination, in order to pursue the click rate and broadcast volume, many Vlog news producers tend to imitate already successful cases and adopt similar titles, cover designs, video editing techniques, etc., which makes most of the Vlog news too similar in terms of visual effects and expressions, lacking innovation and uniqueness. The problem of homogenization has undoubtedly weakened the information value of Vlog news and reduced its appeal and influence. Viewers may become bored and numb after viewing a lot of similar content, leading to a decrease in their attention and trust in vlogging news.

### ***3.3. Individualization is prominent and objectivity is ignored***

The personalization of vlog journalism is a hallmark, and over-personalization has become a concern. Journalists and creators over-incorporate their own personalities into their news coverage, making it overly subjective and personalized and lacking the impartiality and objectivity that journalism deserves. In vlog journalism, journalists and creators are the protagonists, telling the news in the first person through their own perspectives. As a result, their views, attitudes and emotions often deeply influence the content of the news. Secondly, Vlog news creators often adopt personalized titles, editing techniques, etc. to attract viewers' attention, and this practice may turn news reports into a tool for self-expression and display, while neglecting their important duties of conveying information, monitoring society and guiding public opinion. The personalization of Vlog news undoubtedly strengthens the attraction of news and enriches the expression of news. However, excessive pursuit of personalization will weaken the credibility of the news and cause it to lose its proper social function. Therefore, how to display personality while maintaining the impartiality and objectivity of news is an important challenge that Vlog news reporting needs to face.

## **4. Solutions to the existing problems of Vlog News Reporting**

### ***4.1. Balancing entertainment with social responsibility***

The key to the problem of over-entertainment in Vlog news reporting lies in repositioning its role as a news dissemination medium and balancing entertainment with seriousness. First of all, Vlog news producers need to recognize the social responsibility of news and try to avoid over-pursuing the entertainment effect during the production process, especially when it comes to the coverage of important news events, which should focus on fair, comprehensive and in-depth reporting. Second, a reasonable evaluation system should be established, and media organizations should rigorously scrutinize the content of their upcoming Vlog news to ensure that Vlog news reports find the right balance between entertainment and news value. In addition, viewers also need to improve their media literacy, rationalize entertaining content, and focus on the authenticity and depth of news information.

### ***4.2. Breaking traditional patterns and promoting innovation and diversity***

Promoting innovation and diversity is an important solution strategy to the homogenization of Vlog news reports. We should encourage Vlog news producers to break the traditional pattern and try different

forms and styles of reporting to increase the diversity of content and meet the diversified needs of viewers. At the same time, the innovative spirit and motivation of Vlog news producers can be stimulated by organizing competitions and rewarding innovations, and media organizations should also give sufficient support and encouragement to innovative content. In addition, interaction with the audience is an effective way to improve the diversity of content. Through interaction, producers can understand the needs of viewers and collect their feedback, so as to continuously optimize and enrich the content of Vlog news.

#### ***4.3. Objectivity while maintaining individuality***

Over-personalization can affect the fairness and comprehensiveness of the news. So Vlog news report producers should focus on the objectivity of the news while using appropriate personalized elements to attract viewers. On the one hand, when choosing news topics and reporting angles, Vlog news report creators should consider the needs of the public and the interests of the society, rather than only from a personal perspective. On the other hand, appropriate editorial policies and principles can be formulated and implemented to guide the practice of creating Vlog news reports and limit the phenomenon of excessive personalization. It also strengthens the education and training of creators. Through systematic training and guidance, it can help Vlog news producers better understand the duties and principles of journalism and improve their journalistic ethics and professionalism.

### **5. The path to creating excellence in Vlog news reporting**

#### ***5.1. Define the focus of coverage and broaden the depth of content***

A clear focus on vlog journalism is key to attracting and keeping viewers' attention. In today's information explosion, the attention of viewers has become a scarce resource, therefore, Vlog news needs a clear and definite theme of the report, so that viewers can understand the core content of the report in a short period of time. Whether you are reporting political news, social news, or entertainment news, you need to sift through the multitude of information to find the most newsworthy and appealing to your target audience as the focus of your report. Secondly, Vlog news reports can not only provide immediate news information, but also provide in-depth news interpretation and analysis. For example, through in-depth research and interpretation of the background and impact of news events, interviews with experts and guests, and in-depth discussion of topics, to allow viewers to understand the news while increasing their understanding and knowledge of the topic. At the same time, a thematic series can be launched to broaden the depth of content. A thematic series of reports can be centered on a topic or event, with in-depth and systematic coverage and discussion. This creates coherence in content and attracts sustained attention from viewers.

#### ***5.2. Build a Vlog Brand to Increase Content Impact***

In modern society, Vlog news reporting has become a new way to spread news, information and stories. This kind of news report with video as the main form allows viewers to understand the news events more intuitively and realistically, and at the same time, this form also injects more humanistic and entertainment elements into the news report. However to stand out from the crowd of vlog journalism, you need to build your brand and increase your influence. First, a unique visual identity should be created to establish a brand image. The colors, fonts, logo, and overall style need to reflect your brand's personality in just the right way so that viewers can instantly recognize your vlog news story.

Secondly, the most important thing is to have quality content. Only by providing valuable, in-depth content will viewers want to take the time to watch and share. This requires not only an in-depth understanding and research of the news topic, but also a creative presentation that makes the viewing experience enjoyable and satisfying. At the same time, it is promoted through social media, using social platforms to spread Vlog news stories quickly to a wider audience. This facilitates brand-audience interaction, allowing brands to understand audience feedback more directly and inform subsequent content optimization.

#### ***5.3. Establishment of a celebrity presenter ip to cultivate a new type of news reporting talent***

In the field of Vlog news reporting, establishing host IP as well as cultivating Vlog news reporting talents is an important part of enhancing the influence of Vlog news reporting. Each presenter should

have a unique style and character, which can be demonstrated through their viewpoints, knowledge base, language skills, personal charisma and so on. These qualities should match the overall positioning and target audience of the Vlog news story in order to create a strongly recognizable and appealing image of the celebrity host. Secondly, the professional training of facilitators should not be overlooked. Although Vlog news reports are more humanized and entertaining than traditional news reports, hosts should have solid news-gathering skills, the skill to dig deep into a topic, and journalistic ethics. This requires comprehensive and continuous professional upgrading of presenters through regular in-house training, industry seminars and media skills workshops. At the same time, it creates space for presenters to showcase themselves and shape their personal style, and utilizes social media platforms to promote them. Hosts can share their work, day-to-day life, and unique perspective on the news through social media, which further enhances interaction and connection with viewers.

## 6. Conclusions

With the progress of technology and the development of society, Vlog news reporting has become an important way of news dissemination. It has a new type of perspective, immersive realism, colloquial expression, and unique personalization, all of which make it an important part of news reporting. At the same time, it faces a series of challenges such as homogenization, pan-entertainment, and over-personalization. However, by taking the appropriate steps, it is entirely possible to meet these challenges and maximize the benefits of vlog journalism. In addition, the path of creating excellence in Vlog news reporting also deserves our in-depth attention, especially in establishing a brand of Vlog news reporting, cultivating famous hosts ip, and doing in-depth reporting content. Overall, Vlog journalism is a field full of opportunities and challenges that deserves further research and exploration.

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