

# The New Path of Mainstream Media's Short Videoized News Dissemination under the View of Media Integration --Taking "Anchor Talks about Broadcasting" as an Example

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**Abstract:** *In this era of media convergence and the all-media era, changes in communication technology, communication channels, media environment, audience behavior habits, and the public opinion ecosystem have brought forth the challenges of "decentralization" in communication and the growing new media market. These challenges have caused mainstream media to face audience loss and prompted the development of traditional TV news short videos. By innovating communication forms, promoting brand reputation, optimizing communication patterns, enhancing discourse effectiveness, expanding communication channels, and increasing audience engagement, "Anchor Talks About Syndication" quickly gained prominence, capturing the audience's attention and garnering their admiration and support. In terms of content creation, dissemination, and innovation, it provides a comprehensive development strategy for the mainstream media's transition to short video formats.*

**Keywords:** *Media Convergence; Anchor Says Connections; Short Videoization of News; Personification Communication*

## 1. Introduction

On July 29, 2019, the CCTV News New Media Center inaugurated a short video column called "Anchor Says Broadcast." This program adopts a user-centric approach, focusing on news events and current topics. The news anchors communicate in a youthful and relatable manner as they inform and provide commentary on the news. The program's objective is to engage viewers with news that resonates and elicits meaningful discussion.

## 2. Reflections on the Reality of "Decentralization" of Communication in the Context of Media Integration

### 2.1. The Impact of Short Video Platforms on Mainstream Media

In this era of media convergence, mobile, intelligent, and video technologies have become driving forces. With the concept of "everyone is a microphone," information is readily available everywhere, eliminating the need for intermediaries. These changes have significantly transformed communication modes and media landscapes." According to the relevant data from the 2023 China Network Audiovisual Development Research Report, the number of short video users reached 1.012 billion by December 2022, accounting for 94.8% of the overall netizens. The market size of the short video industry was 292.83 billion, making up 40.3% and contributing significantly to the industry's growth."<sup>[1]</sup> This data illustrates that short videos have become the most popular platform for receiving and sharing information. Their emergence improves the timeliness of information dissemination and addresses the limitations of traditional mainstream media's linear transmission by incorporating feedback. Additionally, under the support of big data algorithms, short videos provide a personalized experience to diverse users through accurate content matching. As a result, when short video platforms can meet the audience's demand for diversified information, traditional mainstream media faces further audience erosion. This brings unprecedented challenges for traditional media to enhance their discourse power and maintain their influence.

## ***2.2. The Dilemma of Convergence between TV News and Short Videos***

As the audience's information consumption has shifted from the big screen to the small screen, mainstream media outlets have started venturing into new media platforms like Jitterbug and B-station, embracing the development of short video communication modes. However, due to the lack of previous experience in network interaction and news short video dissemination, mainstream media failed to recognize the significant differences between TV news and short video news regarding program format and dissemination system. As they began to realize the potential of new media for the growth of TV news and initiated the transformation process of short news videos on short video platforms, they still faced challenges due to the influence of traditional production and broadcasting styles. They should have adapted news content, innovated expression forms, and optimized dissemination mechanisms to suit the fragmented communication context of short video platforms. This mismatch between communication content and audience needs significantly diminishes the effectiveness of their communication efforts. Additionally, audiences have long held the perception that TV news programs are official, serious, and somewhat dull. This makes it challenging to attract the audience's attention to the news disseminated by mainstream media through mobile devices. As a result, the integration of TV news and short videos faces further hurdles in terms of development.

## ***2.3. Innovative Opportunities for Traditional News Programs in the Era of "Everything is a Medium"***

Shen Haixiong, director of CCTV, emphasized the need for traditional media to embrace digitization rather than fearing it to gain an advantage in convergence and development. He stated, "Traditional media must adapt to meet digitization with the mindset of embracing digitization rather than the wariness of a flooding beast."<sup>[2]</sup> Integrating traditional news programs with short videos has become an inevitable trend. Short videos provide mainstream media with a platform to enhance their modern communication capabilities, address traditional news programs' perceived dullness, and improve news coverage's timeliness and comprehensiveness. CCTV is actively promoting the deep integration of television and new media. Recognizing the fragmented information consumption habits of the audience in the era of intelligent media, CCTV has launched a short video program called "Anchor Talks Lianqiang." This program focuses on the synergy between broadcasting and conversation, aiming to captivate audiences with engaging content..

## **3. Breaking the Wall Construction: A Communication Characterization of Anchor Says Syndication**

### ***3.1. Innovative Communication Forms to Promote Brand Credibility***

Since its first broadcast on CCTV's Comprehensive Channel on the evening of January 1, 1978, "News Broadcast" has been recognized as "the wind vane of China's political arena." It has become China's most-watched and influential TV news program, informing people about domestic and international events and corresponding policies. Through its political attributes of conveying the state's voice, shaping the country's image, and promoting mainstream values, it has become an important channel for people to understand and engage with these events. However, with the advent of the new media era, there are now broader platforms for information dissemination. New media offers interactivity, immediacy, and sharing capabilities, providing a better experience for the audience. In response to this trend, Newsmax should also consider transitioning to the new media field to maintain relevance and explore new avenues of audience engagement.

On July 29, 2019, the CCTV News New Media Center launched a short video section called "Anchor Talks Lianzhong." This section is a derivative of the News Feed program and shares the same studio and news anchors. The program focuses on real-time news hotspots, with the news anchors providing grounded and insightful commentary as the main content. It is distributed on various new media platforms such as Jitterbug, B-station, WeChat, and Weibo. Benefiting from the strong brand effect of the veteran news program and the popularity of renowned anchors, "Anchor Talks Lianzhong" quickly gained significant attention upon its release. As of July 2023, it has amassed 36.15 million fans and received 360 million video likes on the Jieyin platform.

In terms of dissemination format, "Anchor Talks Lianqiang" has made several innovative changes to adapt to the characteristics of short video dissemination and better meet audience needs. All the videos in the program have departed from the traditional news program format. The program's length has

transitioned from long to short videos, the aspect ratio has shifted from 16:9 horizontal screens to 9:16 vertical screens, and the anchoring style has become more affable and flexible, using colloquial language. The news text has also moved away from an official tone and has become more personal and subjective, incorporating emotional elements. To enhance the audio-visual experience and improve the readability of the news, each video is accompanied by background music, and some videos include relevant pictures and small video inserts. These creative changes aim to make short news videos more captivating and engaging.

### ***3.2. Optimize the Communication Language and Enhance the Temperature of Discourse***

Different communication modes result in different communication effects. The traditional news program's solemn broadcasting mode, characterized by a serious and structured approach, may have reduced communication effectiveness in the new media environment. With the decline of mainstream media's dominance over public opinion, it is important to "respect the laws of news dissemination, explore new methods and techniques, and effectively enhance the Party's credibility, influence, news dissemination, and guidance on public opinion."<sup>[3]</sup> To address these challenges, it is crucial to capture the audience's attention, especially the younger demographic. This requires actively moving closer to younger groups and continuously expanding the reach and coverage of communication efforts. By embracing innovation and adapting to changing communication landscapes, mainstream media can better engage with audiences and maintain their relevance.

"Anchor Talks Lianbao" effectively combines official and casual language, transitioning from traditional news broadcasting to news commentary and discussion. This distinct style sets it apart from the serious narrative of "News Broadcast" and softens the delivery of hard news, breaking the audience's stereotypical impression of news programs. Wilbur Schramm, the father of communication, stated in "Introduction to Communication," "Communication is the most human of all the various skills." In the short video format of news dissemination, news anchors interpret and comment on news events or hot topics while guiding public opinion. Adopting a personality-based communication strategy helps bridge the gap between official news sources and the audience. Anchors often begin videos with conversations or questions to establish a quick connection with the audience. For example, after the extreme rainstorms in Henan, the anchor Haixia showed deep concern and said, "As a Henan native, please allow me to cheer for my hometown. I hope everyone can stay safe and sound." This simple sentence builds a sense of closeness and unity. The anchor empathizes throughout the 1-minute 40 seconds video, conveying warmth and a sense of solidarity. Not only does the anchor express the station's continued attention to the situation, but they also convey the value of standing together during challenging times. Additionally, "Anchor Talks" incorporates internet buzzwords such as "hardcore," "dislike," "double standard," "friend," "spit," and "crooked" to strengthen the connection with the language habits of young people and evoke emotional resonance. The program employs phrases like "Jetty" and "crooked fruit" to connect with the speech habits of younger audiences, reinforcing a sense of identity and fostering emotional resonance.

### ***3.3. Innovative Opportunities for Traditional News Programs in the Era of "Everything is a Medium"***

In today's world, information dissemination is characterized by fragmentation and diversification. People now seek to obtain information anytime and anywhere. Traditional TV news programs are bound by fixed time slots, limiting audience access to information. However, "Anchor Says United" reaches various audiences through multiple platforms and channels such as Jitterbug, B-station, WeChat, Weibo, and CCTV's clients. It provides real-time news updates on current hot topics, catering to the audience's needs. Additionally, it addresses the weakness of traditional TV news programs by actively engaging with the audience on new media platforms.

The audience can express their preferences and opinions on these new media platforms through likes, comments, pop-ups, and shares, facilitating content spread. CCTV can receive timely feedback, respond to comments promptly, and promote mainstream values. It is worth mentioning that as the "mouthpiece of the Party and the people," "Anchor Said United Broadcasting" enjoys a high proportion in the algorithmic rules of short video platforms. Consequently, it frequently appears in users' video recommendation interfaces, gaining significant exposure. This high flow of support further boosts its visibility. As Robert Scoble notes, "Scenes are given significance in the age of mobile social media."<sup>[4]</sup> The Anchor Says Syndication places great importance on constructing immersive news scenes. It incorporates background music and relevant images during the news anchor's narration, enhancing understanding of the content and optimizing the audio-visual experience for the audience.

"According to the information available as of December 2022, CCTV has established an all-media matrix with CCTV, CCTV+, Guobang, and CGTN as the core, while other platforms such as CCTV.com, CCTV International Online, CCTV Listening, and third-party new media platforms serve as branches."<sup>[1]</sup> Using its original resource advantages and harnessing the distribution channels of various platforms, "Anchor Says United Broadcasting" has facilitated a mutually beneficial and win-win situation for both traditional and new media. This is achieved through the two-way linkage of the "big screen + small screen" approach. As a result, it has expanded its audience coverage and increased audience engagement.

#### **4. Guardianship and Innovation: Strategic Exploration of Short Video Communication of Mainstream Media**

##### ***4.1. Creative Dimension, User Orientation, and Emotional Empowerment***

Nowadays, most online platforms employ emotional mobilization to evoke, stimulate, or alter people's perceptions, attitudes, and evaluations. Using words that lack warmth is not conducive to achieving effective communication or forging consensus. It is essential to have high-quality content as the intellectual foundation, considering the audience's preferences. Whether using long or short words, official or relatable language, or soft or firm expressions, breaking through the barriers of textual symbols is necessary in order to foster development and "break the circle" of limited reach.

In terms of creativity, developing new short videos should bring innovation to textual language and narrative modes. Suppose news programs want to establish a presence on youth-oriented short video platforms and achieve integrated development. In that case, they should appropriately combine mainstream culture and subculture, keep up with current trends, and transition from "official" to "unofficial" in their textual language. Adding network buzzwords can make the news more youthful, interesting, and memorable. "Anchor said broadcast" deviates from the more stereotypical narrative style of "News Broadcast." The anchor adjusts the topics flexibly based on audience attention and demand. The anchor gives the audience a sense of communication within the same space, enhancing immersion through humor, warm and friendly first-person narrative, and colloquial language. An example of this was on October 5, 2021, when "The Anchor Said Lianbao" released the National Day Special Edition of "Netizens Talk." The video showcased Tianjin firefighters, emergency surgeons, college students, silversmiths, waist drummers, and others. The program effectively demonstrated the station's proximity to the public's lives and its concern for different groups by listening to netizens talk about their work, life, and ideals. Since the inception of "Anchor Talks Lianzhong," the "CCTV Boys" comprised of Kang Hui, Sabine, Zhu Guangquan, and Nigbuaitei, along with the "CCTV Girls" composed of Guo Ruotian, Liu Haoyue, Luo Pingzhang, Sun Yumyi, Sun Yutong, and Elana, have showcased their versatility, cuteness, and fun to the audience on new media platforms and variety shows. They have created an image of affinity and warmth through their appearances, highlighting their distinctive personal characteristics. These platforms and shows have allowed the audience to see the versatile, adorable, and interesting sides of the anchors, making them relatable and endearing. Through this, they have connected strongly with the audience and displayed their "charm."

##### ***4.2. Communication Latitude, Big and Small Screen Sharing and Multi-Platform Building***

With the evolving landscape of information production, news dissemination, and operational mechanisms, mainstream media should strive to create their own integrated media matrix while leveraging their unique advantages. This can be achieved through synergistic cooperation with various entities such as government departments, institutional media, platform media, and self-media. The aim is to realize a "cross-media narrative" by releasing news content on platforms like Jitterbug, B-stop, WeChat, and Weibo. This enables "polyphonic communication" encompassing multiple values, diversions, and perspectives. Furthermore, in addition to building their own integrated media matrix, mainstream media should foster collaborations with government departments, institutional media, platform media, self-media, and other relevant stakeholders. By doing so, they can engage in a "cross-media narrative" and publish news content on platforms such as Jitterbug, B-station, WeChat, and Weibo. This approach creates a "polyphonic dissemination" that represents a broader range of values, diversification, and perspectives. Ultimately, these efforts aim to improve the dissemination, guidance, and influence of news and public opinion.

"In the present day, a converged media product with communication value should encompass not only all the elements of traditional media products but also content and form suitable for dissemination on

small screens."<sup>[1]</sup> Mainstream media should cater to the requirements of small-screen communication, fully leveraging the media advantages of new media and paying attention to audience habits. To achieve immersive scenario-based communication, they can extend the communication through short news videos, thereby attracting an increasing number of audiences and cultivating "syndicated fans."

### **4.3. Innovative Latitude to Promote Media Integration to a Deeper Development**

Promoting deep integration of media is a crucial issue in today's era. Only through deep integration can mainstream media unlock their innovative vitality and unleash the powerful momentum of media production. "Since 2014, with the adoption of the Guiding Opinions on Promoting the Convergence of Traditional and Emerging Media by the central government, media convergence has become a national strategy. It has progressed in-depth, evolving from a "pilot test" to mode exploration, both externally and internally."<sup>[5]</sup> In the context of news short-video communication, mainstream media must prioritize correct public opinion guidance and reinforce their value leadership. This ensures the creation of a safe public opinion environment for the audience. Additionally, it is essential to embrace Internet thinking, understand the characteristics and laws of Internet communication, and remain attuned to the trends of media integration and development. Moreover, improving institutional mechanisms is pivotal. This involves rational and integrated planning in topic selection, planning, filming, editing, post-production, and other aspects to enhance the quality of media products. It is worth emphasizing that today's media convergence development is closely intertwined with emerging technologies like 5G, big data, and artificial intelligence. Mainstream media must continuously update their technical support, especially news mainstream communication media, to build a more robust technical system.

## **5. Conclusions**

As a spin-off initiative of News Feed, the success of Anchor Says Syndication validates the importance of innovation in TV news programs. It also establishes a viable path for China's traditional mainstream media to venture into short video news dissemination. Nevertheless, the emergence of cutting-edge technologies like meta-universes has transformed new media users into interconnected, mediated, and cyberpunk-inspired individuals. This has led to evolving dynamics between people, media, and the environment."<sup>[1]</sup> Consequently, mainstream media news should adapt its short video communication strategy to the changing times. By contributing to the virtuous cycle of "opinion - dissemination - consultation - consensus - re-dissemination," it can fully leverage the potential of mainstream media in the all-media era. In this way, the goal is to foster consensus and facilitate widespread dissemination, enhancing the mainstream media's role in the digital age.

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