

Analysis of the skills that journalists should possess in the era of short video

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Abstract: *In the era of short video, Tik Tok, Kuaishou and other short video apps have become an important way for news media to spread information. This paper will analyze the skills journalists should have in the era of short video by interpreting the basic features of short video and the positive and negative effects of news reports.*

Keywords: *Short video; Positive and negative effects; Journalists; skills*

1. Introduction

As a new form of video in the Internet environment, short video refers to the high-frequency video content ranging from a few seconds to a few minutes, which is played on various new media platforms and suitable for watching in the mobile state. As McLuhan said, "the medium is the message", the emergence of every new medium will actually bring new information to the society and bring important influence to the society.^[1] As traditional media, print media cannot escape the tide of short videos. What are the characteristics of short videos? What is its current situation so far? How does it affect news coverage? What skills should journalists have to ride the wave of short videos?

2. Basic features of short videos

2.1. Accept fragmentation

As the name implies, the key word of short video is "short". The short length determines that its content information content is less, and at the same time, it can accelerate the dissemination speed of information producers. In the era of traditional media, the content of communication video is mainly large length, although it contains a lot of information, but the receiver needs to spend a lot of time to watch, while the short video can make the audience get the key information within a few seconds to a few minutes, and satisfy their immediate reward psychology. For example, news Lianbo launched a short video program called "Anchor Said Lianbo" on Tik Tok platform, which can deliver news and information in a few minutes and is popular with the public.

2.2. Socialization of communication

In addition to transmitting information, short videos are also a good helper for people to communicate with each other. In the era of traditional media, information transmission basically follows a linear one-way mode. If you want to leave a message for a program, the operation process is complicated and time-consuming. However, in the era of short videos, audiences can leave messages to producers of short videos anytime and anywhere, or discuss and interact with other audiences in the message board of short videos. The most important thing is that short videos can be spread and shared on multiple platforms, which greatly increases the interest of single viewing and satisfies people's social attributes. For example, the "clip of the opening ceremony of the Winter Olympics" produced by CCTV was forwarded by Weibo and Wechat users within seconds, causing widespread discussion on various platforms.

2.3. Diversity of messengers

Innes once said: "Every new technology breaks the monopoly of some people, making the transfer of power possible."^[2] The emergence of short videos also breaks the original centralization of elite video production, and the simple and convenient production reduces the difficulty of video production. People

can shoot videos anytime and anywhere and upload them to the Internet platform. Therefore, short video production presents a multi-mode of "PGC+UGC". For example, multiple mainstream media have entered "Pear Video". Such production mode can show events from multiple angles to a certain extent, but UGC also has false information caused by low media literacy and professionalism to a certain extent. For example, before the outbreak of the war in Ukraine, many Chinese and Ukrainian students posted short videos on Tik Tok to introduce their situation and bring more information to the public. However, at the same time, some people took the opportunity to create rumors and pretend to be Chinese students in Ukraine to confuse the public.

3. The positive and negative effects of short video on news coverage

3.1. The positive impact of short video on news coverage

3.1.1. Short videos enhance the link between authoritative media and their audience

Due to the interactive and looped characteristics of short video platform, video creators can interact with their "fans" in real time. To a certain extent, "fans" participate in the whole process of video creation. In the early stages of video shooting, creators can post dynamically soliciting what viewers want to see; After the release, real-time bullet screen feedback can be used to know where can attract the interest of the audience and where can be improved; In the feedback link, creators can obtain data and invest in better creation according to the likes, retweets and comments of the audience. During the epidemic, the official account of CCTV responded to the response of the majority of netizens by broadcasting the babies born during the epidemic on the B website in their spare time, so that netizens could "raise the babies in the cloud". This move warmed countless netizens and narrowed the distance between the authoritative media and the audience.

3.1.2. Short video transmission lowers the threshold of reading and expands the scope of influence

Compared with text forms with high reading threshold, short video has unique communication advantages due to its vivid picture, less text and dynamic characteristics. During the pandemic, a popular science video "All about COVID-19" created by paperclip went viral on moments of friends. The creator used popular language and easy to understand animation, so that people could absorb professional knowledge about COVID-19 in the shortest time, which was called "hardcore science" by netizens. Short videos are undoubtedly a powerful tool to improve the communication effect and expand the influence at a time when the epidemic requires communication power^[3].

3.1.3. Short video aggregates content and services to play social functions

According to Schramm's definition of the social function of mass communication, the function that mass communication attaches importance to is to provide social services.^[4] During the epidemic, Kuaishou cooperated with other major hospitals to set up an online consultation function in order to make it easier for users to check the information of nearby clinics in a timely manner. When fever, cough, fatigue and other similar symptoms occur, Kuaishou users can timely confirm the condition through online consultation. Meanwhile, Kuaishou has reached a strategic cooperation with "Xuetang Online", an online education platform hosted by Tsinghua University, to support online teaching. Short videos have eased traffic anxiety and reduced customer acquisition costs for all industries affected by the pandemic.

3.2. The negative impact of short video on news coverage

3.2.1. Excessive sensationalism leads to blurred focus and reduced news value

In the creation of short videos, the media like to narrate in the way of animation personification, in order to make the information as accessible as possible. However, in the face of some serious issues of disaster news, over-entertaining and sensationalizing is not the time. As an article published by Dianlin, a student of the public account, criticized that disaster reports are presented in a light, humorous, anthropomorphic and even "cute" way. In this way, the focus of public attention will be shifted, and the living space and communication channel of the real disaster information will be squeezed, and the news value will decrease accordingly.

3.2.2. The threshold of video fraud technology has been lowered, and the cost of combating fake news has become higher

With the development of short video technology, more and more functions have been developed. Face changing, Photoshop, editing and other operations can make the fake traces of fake videos appear seamless, and ordinary audiences can not distinguish between the real and the fake. Especially since videos are less likely to be faked in people's minds, fake videos have a natural shield. Therefore, the technical requirements for anti-counterfeiting will be higher. During the epidemic, some rumors were spread through short videos, which undoubtedly increased the difficulty for monitoring rumor refuting platforms.

4. Skills that Journalists should Possess in the Era of Short Video

Based on the new picture of news communication in the era of short video, its fast, wide audience, diverse content, rich form and other characteristics mean that journalists should have new thinking in information transmission to cope with the challenges in the era of short video.

4.1. Stick to the fine quality of traditional media and enhance news awareness

In the era of new media, the audience of news communication is broader, and the audience is no longer the single receiver of news but also the disseminator of information. However, due to the rapid spread of short video, once the information is not carefully verified, the consequences will be unimaginable. After a long time of accumulation, traditional media have forged high-quality news literacy^[5]. In the era of traditional media, news production process is a set of standard norms, constantly reminding reporters and editors to consider social responsibility and the public welfare of news in news production, and at the same time, they should repeatedly carefully consider the truth and objectivity of news content. In the face of short videos that spread more widely and spread faster, journalists should pay more attention to the consideration of the truthfulness of news when producing news. They should not only carry out more on-site interviews, but also learn to obtain information from short videos released by the public and ensure the truthfulness of news through multiple information sources.

4.2. Broaden the channels for news collection and enrich the content of news collection and writing

In the era of new media, the appearance of short video not only enriches the way of news delivery, but also plays a decisive role in finding news clues. In the era of traditional media, journalists often find news and news clues from people, events and things around them. However, in the era of short video, they can see content with "news points" and "stories" by scanning short videos or even receiving system push. For example, the journalist personal column "You Yang" launched by Wenzhou Evening News, most of the news figures in this column are found by reporters from Minsheng News Center through the city's hot search list on Weibo. Then, according to the personal ID of the leading figures in the hot search list, they take the initiative to conduct private messages for further interviews. Short video makes the connection between the news media and ordinary citizens closer, and further broadens the horizon of news gathering and writing.

4.3. Personified narrative style, the content is easy to understand

Short video volume is small and the audience is wide, which determines that journalists must adapt to this "fast pace" and "popularization" in content narration. Such as at the beginning of the public health event in 2020, CCTV news day launches the interview with the local hospital, supplies and other news site, with simple, clear and simple way of narrative, to introduce the audience to local conditions, not only that, but also to remote doctors, experts interview, to personally demonstration "mask" the right way to scientific prevention messaging spirit connotation. Although a fragmented short video can only convey a small amount of information, careful observation shows that the fragmented short video content constitutes a complete picture of Wuhan's anti-epidemic situation. The efficient and friendly communication style makes all people who are quarantined at home feel more at ease.

4.4. Possess the spirit of interaction and actively respond to the voices of the people

The opening of short videos provides an additional effective channel for communication and interaction between the media and the public. Therefore, as the "eyes and ears", media journalists should

not only focus on news production, but also observe the public's reaction after the news is sent, so as to establish a good relationship with the public. For example, when People's Daily sent information about the "delay of the 2022 Shanghai College entrance examination" on its Tik Tok platform, and some netizens left questions, People's Daily responded to the netizens' comments one by one, which relieved the doubts in people's minds and received a good response.

5. Conclusions

Efficient reporting is often based on professional and flexible reporting skills. The vigorous development of short video has brought infinite vitality and challenges to the news industry, and has set a higher standard for every journalist. News reporter is no longer a single type of reporter, but a reporter of all media. In the complex trend of short video information, the news sensitivity of traditional media should be actively brought into play, and the most direct and effective connection with society should be established. In the rich news clues brought by the short video, we should not forget to stick to our original intention, give play to the spirit of seeking truth from beginning to end, and ensure the objectivity and truth of the news on the premise of promoting the quality of news. In the process of using short videos, we strive to explore the unique characteristics of short videos and actively adapt to the personalized and easy to understand communication style, not only to attract more traffic, but also to stick to the concept of "news story". In a word, in the era of short video, journalists should adopt the standards of all media journalists and strengthen their news literacy, thus responding to the trend of the era of short video, which is conducive to the healthy growth of journalism in the environment of short video.

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