

The Transformation of the Communication Mode of Mainstream Media from the Perspective of “VLOG + News”

Zhili Wang

Zhejiang University of Finance & Economics Dongfang College, Jiangxing, 314408, China

Abstract: VLOG began to appear in China's Internet platform in 2016. With the rapid development of the Internet platform, this refreshing thing quickly occupied the traffic platform in China's network video field. And, its content gradually came in and began to affect people's lives. With the continuous development of its form, "VLOG + News" began to appear in people's vision. It broke the traditional narrative mode of news, and added social attributes, and became the mainstream mode of news reporting in the future.

Keywords: "Vlog + news"; Transformation of communication mode; The mainstream media

1. The rise and development of VLOG

In recent years, Vlog has taken off and become a trend. More and more people are watching and filming Vlogs, and anyone can become a video sharer.

1.1 the origin of the vlog

Vlog is a short video format that originated on the American video website YouTube. Vlog, or video blogging, is a way of writing personal journals in the language of video. The photographer takes pictures of his life through the lens, and then through editing, and explains the content of the picture with words or recordings to promote the development of things. In some cases, it can be posted on social media with background music.

1.2 Development of VLOG (domestic)

With the rapid development of social economy, the use of the Internet is gradually popularizing the public. The way of recording life in the form of VLOG has gradually been known and used by the public.^[1]

In China, as early as 2016, many overseas Chinese learned from YouTube and began to publish video logs on domestic website platforms. In 2018, many stars, such as Ouyang Nana and Wang Yuan, began to publish video logs on Weibo, Douyin and other platforms, which accelerated the spread and use of Vlog. Data shows that interest in Vlogs has been on the rise since 2016. By now, the use of vlogs has been widespread in China, with many people Posting and viewing video logs on social media.

2. Changes in the form of news reports in the new era

Different from the traditional news report form, the new era news report form adopts the form of VLOG, which becomes more vivid and interesting.

2.1 The first application of VLOG in news

Mainstream media, after perceiving this new form of “VLOG” communication, cleverly combined “news” with “VLOG”, thus creating the “CGTN Boao Tour VLOG” launched by CGTN at the Boao Forum for Asia Annual Conference 2018. It allows the audience to know the situation inside and outside the venue through the interviews of reporters.[2] This is the first time that Chinese media use VLOG to report political news, which has created a precedent. Since then, “Vlog+ news” has been used more and more widely.

2.2 Compared with the traditional transmission mode, Vlog applies the advantages of news reports

“Vlog+ News” is essentially news dissemination in the form of short video, which is a branch of short video news. However, compared with the traditional way of transmission, “Vlog+ News” is very distinctive and unique. [3] It ADAPTS to the rapid development of the short video era and caters to the needs of the public, so it has been sought after by the network generation audience after its launch.

(1) Flexible broadcasting methods to meet the diverse needs of the audience

“Vlog+ News” is an innovative way of news reporting, but it does not strictly limit the length of the content. It is flexible and flexible in the way of broadcasting. The duration can be long or short, and it can even make continuous reports on one thing, and also report for different aspects, so as to better meet the needs of the audience. [4]“Vlog+ News” can also be played on various social media, and with the gradual maturity of this mode of transmission, this mode is widely used in various types of news and can be played back at any time, the audience can choose the type of news they want to know at any time to watch.

(2) Reporting from the first perspective to break the stereotype of traditional news

Mode of transmission and the traditional mainstream media, “Vlog + news” has broken the traditional news broadcast news reports by anchor in the studio in the way of rigid, past in the news, the narrator often appear as a bystander, entertaining or analysis and in the majority with the third person, and in “Vlog + news”, using the first person and second person perspective switch alternately, the narrator is the experience of the event, also is the narrator of the incident, have broken the traditional one-way communication of news reports. [5] Anchors or reporters take selfies to broadcast the news in the broadcast room or on the spot where the news happened. While ensuring the accuracy of the news, it also increases the interaction with the audience. Reporting from the first perspective enables news to have multiple attributes such as live broadcast and social interaction, which breaks the stereotype of traditional communication mode and eliminates the sense of distance and seriousness that traditional news reports give to the audience. Meanwhile, it also makes the audience feel immersive and more intimate.

(3) Unify the authority of mainstream media with the convenience of new media

“Vlog+ News” is mainly broadcast on Weibo, Bilibili, Douyin and other Internet new media platforms. Compared with the traditional platforms for broadcasting news, these platforms are more popular and can meet the needs of the audience in various periods of time without being limited by time. The broadcast of “Vlog+ News” produced by a large number of mainstream media on new media is to unify the authority of mainstream media content with the convenience of new media, change the transmission mode full of enlightenment meaning, and start a means of level-the-head communication, which is a new way for audiences to accept mainstream media.

3.The significance and future development trend of “Vlog + News” mode

With the explosive development of “We Media” in the Internet era, the public began to expect a more democratic and equal way of communication, rather than the old way of communication full of enlightenment. [6] As a result, VLOG, an unofficial video language, has injected new vitality into news communication and brought great significance to the transformation of communication mode.

3.1 Adhere to the authenticity of news dissemination

With the rapid development of modern times, however, no matter how the social environment changes, the media should take authenticity as the basis of news dissemination. Although new media has brought great convenience to the society in terms of communication methods and communication channels, it is also due to its convenience that there are many inaccurate reports, which are inferior to traditional media.^[7]In the Internet is so developed, the network spread so rapidly and now will be more quickly, more should stick to the authenticity of the news of the new media, based on the spread of the facts, through strict external supervision and self-discipline, dutiful to report the news events, in order to obtain the public trust, enhance their own credibility and authority.

3.2. Innovate communication modes and promote the development of media integration

With the development of mobile communication technology, new media develops rapidly, and its impact on the development of traditional media should not be underestimated. However, traditional media and new media should not be in a state of competition and opposition, but through various effective measures to promote their mutual integration and common development.^[8]New media has now shifted to mobile terminals such as mobile phones and tablets, and traditional mainstream media should be driven to combine their own advantages, actively integrate with each other, innovate communication methods, and promote transformation and development. In light of the characteristics of the media environment in the new era, we will innovate communication methods to meet the development needs of The Times.

At the same time, the platform advantage should also be used to achieve accurate coverage of VLOG propagation.^[9] So that more people who are interested in news communication can see the corresponding content in time and eliminate the lag of news transmission.

3.3 Enhance the ability of collecting and editing, and accelerate the transformation and upgrading of media

As a new content form, VLOG has entered the news industry, which is an exercise and improvement of omnimedia reporting and editing business ability for traditional media reporting and editing staff. Vlog mostly uses the first person and selfie perspective, and when necessary uses the third person lens to supplement the picture. Before shooting, video script, shooting Angle, transition mode and other contents need to be conceived. In order to strive for timeliness, journalists are generally required to complete all the production and editing of videos. This puts a high demand on the ability of media practitioners to collect and edit. It breaks the separate acquisition and editing process of text, camera, new media and other departments, innovates the concept of media news production and expression, and the deep integration of video and social also promotes the upgrading of media technology and audience experience, and enhances the attention and influence of traditional media in social media.

4. Conclusion

Nowadays, with the development of 5G era, the development of “VLOG + News” relying on its convenient technology is also about to usher in a golden period of development. The development of 5G technology has broken the bottleneck of the development of short video, providing strong technical support for the dissemination of “VLOG + News”, and making it more popular in the new era.^[10]Secondly, with the People’s Daily and Xinhua News Agency testing the water one after another, mainstream media and authoritative media layout “VLOG + news”, greatly improving “VLOG”

The authority and credibility of “+ News” promoted its development from the small to the public, and more audiences began to accept this communication situation.

VLOG is an attempt of short video in the field of news communication, and it is the two-way penetration of video and news. On the one hand, media practitioners shoot VLOG with professional editing skills and news perspective,

which greatly increases the output of high-quality content and enhances the audience's viscosity. On the other hand, the use of VLOG news dissemination has broadened the perspective and channels of traditional news reports, adopted a relaxed and humorous way of communication with great personality charm, narrowed the distance between the media and the audience, the image of the news media has been enhanced, and its communication effect and influence mode have also been improved.

For the moment, though, the explosive discovery of VLOG is not perfect for carrying the burden of serious political journalism. But it also provides a direction and a way for the reform and innovation of journalism. The development of media technology has greatly improved the timeliness of communication. The emergence of "VLOG + News" is not only the inevitable demand for news reports from the audiences of the Internet generation, but also the inevitable demand for the younger and networked development of news media. With the continuous maturity of communication technology, "VLOG + News" should be combined with its own development advantages, constantly improve, conform to the development trend of The Times, and promote its better development.

References:

1. Liu Yunxi. Content production and communication mode transformation of mainstream media. Audio-visual, 2020 (11) .
2. Zang Xinheng; Liu Wei; Hu xuying. an analysis of Vlog's influence on news reports. news knowledge, 2019 (06) .
3. Fan Wu. Research on the innovation of traditional mainstream media communication mode. Chinese newspaper industry, 2019 (01) .
4. Huang Xinru. Vlog's wonderful reaction to news. Young reporter, 2019 (06) .
5. Wei Lizhen; Zhu Ruijun; Zhang Weihuan. Types and characteristics of Vlog and its application in news. Audiovisual circles, 2019 (07) .
6. Sun Yusheng. Ten years: from changing the voice of TV. Sanlian Bookstore, 2012
7. Sui Yan,; Content Characteristics and Governance of Liu Mengqi Video Blog (Vlog), Learning and Practice,2018(11)
8. Huang Xinru, He Zhuoqian, Liu Haiming, Bie Junhua, Zhou Jiabei. Vlog's wonderful reaction to news. Young reporter,2019
9. When Vlog meets news, what changes will it bring to the reporting form? media comment, 2019 (04)
10. Li xuekun. under the new voice, new practice brings new changes. China press, publication, radio and television network,2019(04)